

Ruth

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age

59 1932

JANUARY... ANNUAL CHOCOLATE EDITION

12/1

"Slow down on your craze for volume and speed up on your efforts for a moderate, normal profit on what you sell.

"I urge a course of intelligent individual action calling for the abolition of the most drastic forms of price-cutting, and of the Department of Justice termination of methods and practices which encourage a continuance of this evil."

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JAN 19 1932

*From an address by Paul S. Willis,
President, Association of Grocery
Manufacturers of America.*



The MANUFACTURING CONFECTIONER

A·N·N·O·U·N·C·I·N·G



The
**ROSTOPLAST
SUCKER SENIOR**

(U. S. Patents applied for)

Handles 300 Suckers Per Minute!

In line with our policy of offering to American candy manufacturers the most highly developed of modern candy equipment, it is with extreme pleasure that we introduce for the first time the newly developed,

"ROSTOPLAST SUCKER SENIOR"

This is positively one of the most versatile and universally adaptable machines on the market today. It will make clear-cut suckers in assorted shapes using only one set of dies, a feature which opens up a new field of possibilities for those manufacturing or considering the manu-

facture of suckers. It has a capacity production of 300 1" suckers per minute; proportionately more on smaller pieces.

It inserts sucker sticks at triple the speed of any similar machine on the market; an entirely new principle for applying the sticks makes this possible. The length and size of sticks can be changed at will.

Chrome-steel dies are used. These are hand engraved, NOT CAST. The weight and count per pound can be changed instantly.

The same machine makes plastic-filled candies, balls, berries, eggs, clear tablets, squares, waffles, buttercups, etc.—a most flexible and universal machine.

Suckers can be made with jam filling, honeycombed center or plain solid.

This machine is the big brother of our famous "ROSTOPLAST JUNIOR." Made by the house of "ROST," founded almost 200 years ago.

U. S. A. AGENTS

THE V. O. HERMANN CORP.
15 PARK ROW

NEW YORK

The V. O. Hermann Corp.,
15 Park Row,
New York City.

Gentlemen:
Kindly send me additional information on the following checked items:

- ROSTOPLAST SUCKER SENIOR
- ROSTOPLAST SENIOR
- ROSTOPLAST JUNIOR
- ROST "PRIMISSIMA" CONTINUOUS COOKER
- ROSTOPLEX STRAIGHT SUGAR COOKER
- ROST BATCH ROLLERS

Name.....
Company.....
Address.....
City..... State.....

ATTACH THIS COUPON TO YOUR LETTERHEAD AND MAIL WITHOUT DELAY

The MANUFACTURING CONFECTIONER

Vol. XII

JANUARY, 1932

No. 1

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Published Monthly on the 15th by
THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

222 North Bank Drive (Merchandise Mart), Chicago, Illinois. Phone Superior 9777.
Eastern Offices: 303 West 42nd St., New York, N. Y. Lackawanna 4-4166

Founder—E. R. Allured

Publisher and Business Manager—Prudence M. Allured Eastern Manager—R. W. Wilmer
Western Representative—A. W. B. Laffey Associate Editor—N. I. Gage

English Representative: L. M. Weybridge, Members Mansions, 38 Victoria St., London, S. W. 1

Subscription Price: One Year, \$3.00; Two Years, \$5.00; Canadian, \$3.60; Single Copies, 50c

Vol. 12. No. 1. Entered as Second-Class Matter October 24, 1922, at the Postoffice at Chicago, Illinois, under the act of March 3, 1879.
Published Monthly. Subscription Price, \$3.00 Annually.



ESSENTIAL OILS and Kindred Products

FINEST DAIRY BUTTER FLAVOR

• • • •

We are now offering three BUTTER AROMAS imparting to confections the flavor heretofore only obtained from finest dairy butter. Two of these flavors equal the aroma of butter made from sweet cream, the other equals the aroma of butter made from sour cream.

Try these in oleomargarine or other fats or in toffees, caramels and other confectionery. They are exceedingly economical in use and improve the quality of your products better than other flavors heretofore offered for the purpose.

• • • •

DODGE AND OLcott COMPANY
180 Varick Street New York City

Consult Us for Any Desired Information

250603

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The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

and Miscellaneous Advertising Directed to Manufacturing Confectioners

POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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New!

Unco Brand
WASSEROEL
POWDER

Experimental work and practical application indicates clearly that UNCO WASSEROEL is adaptable particularly to the confectionery manufacturing and flavoring extract fields. Not only does it serve as an emulsifying and dispensing agent, but it lends a "body" to your product—a most desirable function in certain preparations. The ready dispersion of flavoring oils in confectionery and kindred products is an important factor and the addition of specified quantities of UNCO WASSEROEL before mixing with the product, assures this action.

**EFFICIENT
CONVENIENT
ECONOMICAL**

for use in:
CONFECTIONERY
ICE CREAM
FLAVORINGS,
BAKERS' SUPPLIES

UNGERER & CO.
13-15 West 20th Street
NEW YORK

We Challenge the World to Produce a Better Coating



The art
of a
Master
Craftsman

*The art of fine chocolate making reaches
its highest development in the perfection of*

MERCKENS FONDANT PROCESS CHOCOLATE

Many years of practical experience are back of the composition of this master chocolate

MERCKENS CHOCOLATE CO., Inc.
BUFFALO, N. Y.

BRANCHES:

BOSTON—131 State St.
NEW YORK—25 W. Broadway
LOS ANGELES—412 W. Sixth St.
CHICAGO—Handler & Merckens, Inc.,
180 W. Washington St.



Let us send samples to



We recommend the following brands of
Fondant Process Chocolate:

Richmond Vanilla	Bourbon Vanilla
Bonita Vanilla	Cincinnati Vanilla
Yucatan Vanilla	Brighton



blend right with your centers

Start the New Year..... Write!



GOOD CONFECTIONERS, INC.
INTER-HOUSE MEMO

To: Mr. A. Smith
Purchasing Department From: W. Frank
Gen. Supt.

We've got to have a better chocolate coating
for 1932! Must be absolutely uniform
by laboratory test. Must dip with a smooth,
velvety finish that will seal our luscious
centers and keep them soft and fresh. See
what you can do!

Miss X!
Write Rockwood & Co.
today. They have
the Coating
Mr Frank
wants
A.S.

**NEW
RIPPLE**

Never more than
way or the other.
cess of Rockwood
container of
be it carton, a
Inseparabl
our co
ing and

ROCKWOOD & CO.

Brooklyn N.Y.

Boston Chicago Los Angeles

HARD CANDY FLAVORS

Improved

**Concentrated—
Stable—
Economical—
True to Nature—**



Start the New Year Right with

CORRECTLY FLAVORED CANDIES

MANY observers believe that business has at last touched bottom and look for a gradual return to more prosperous times. We subscribe heartily to that theory.

Do not forget however, that the way is upwards not down. You cannot travel on your own momentum. To stand still is to go back and you can only go forward by your own effort.

Bend your entire energies toward increasing the sales appeal of your candy. Improve your presentation with the most attractive colors and shapes, the finest, most effective packaging. Then back this up with the only real insurance of

repeat sales—an honest to goodness eating quality and flavor that will create a demand for more.

FRITZBRO HARD CANDY FLAVORS are designed for candies that are difficult to flavor—starch gums—hard jelly gums—stick candy—toffee—chewing gum—lollipops—and all sorts of high cooked candies. They meet the demand for strong rugged flavors to withstand the most severe conditions of high temperature and prolonged drying, combined with delicious natural fruit effects. There are over fifty flavors in this group to choose from. All are of the same strength and excellence and are uniformly priced.

Samples and full details will be sent upon request.

FRITZSCHE BROTHERS, Inc.

A FLAVOR FOR EVERY PURPOSE

78-84 BEEKMAN ST., NEW YORK

Toronto
Fritzsche Brothers of Canada, Ltd.,
77-79 Jarvis St.

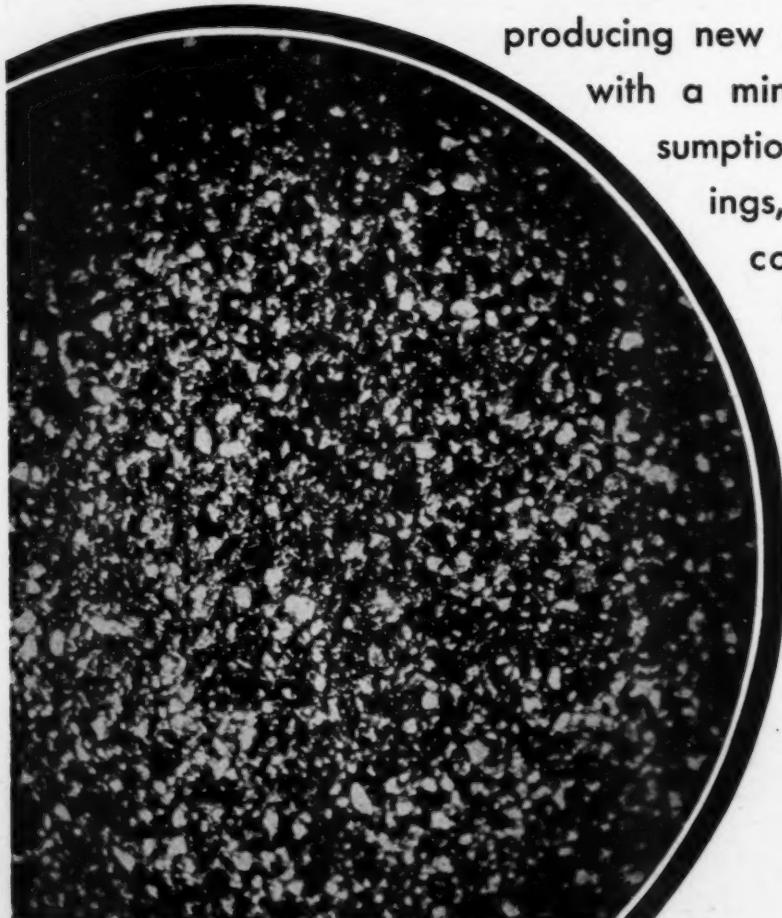
118 WEST OHIO ST., CHICAGO

A new type of sugar for fine chocolate coatings

ANHYDROUS CERELOSE

(A PURE WHITE SUGAR FROM CORN)

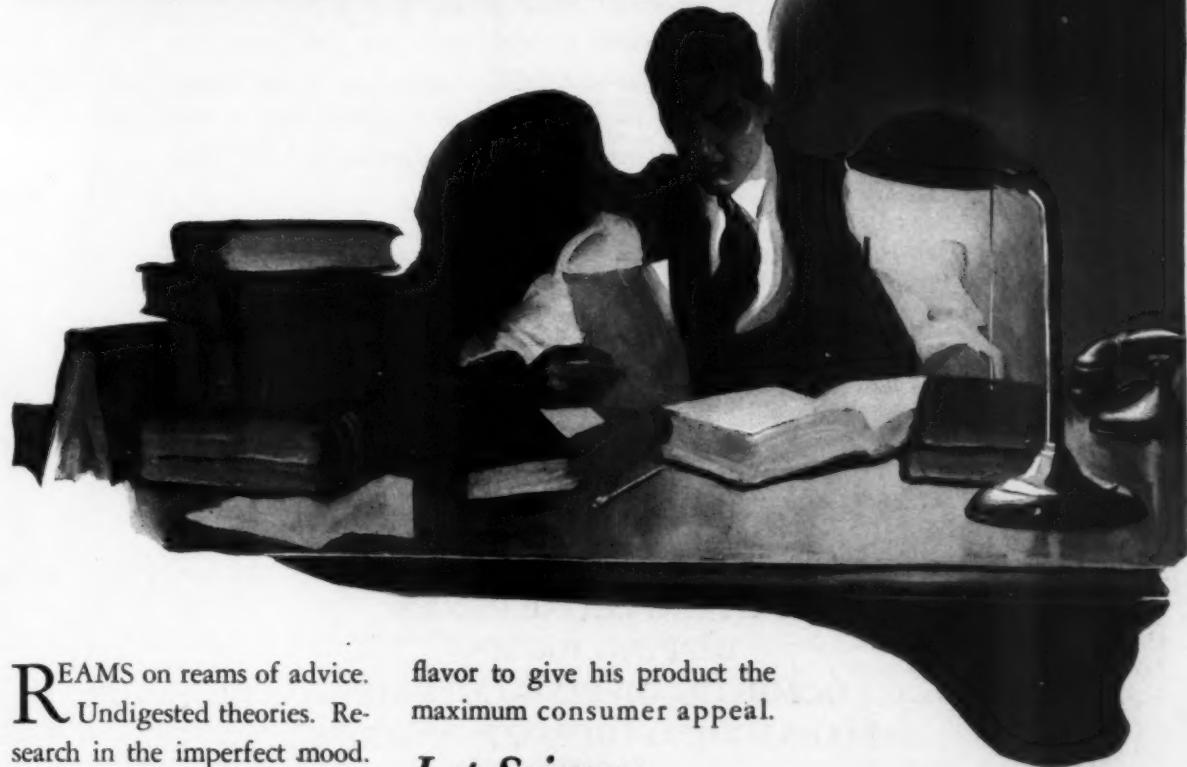
Actual photomicrograph of
coating made with Cerelose.
Enlarged 120 diameters.



Mild and not too sweet — a soft crystal, which breaks down easily under milling producing new smoothness of texture with a minimum of power consumption. Try it in milk coatings, bitter sweets and all coatings of high sugar content blending with ordinary sugar to obtain the character and degree of sweetness desired.

•
For full particulars write
SALES SERVICE DEPARTMENT
**CORN PRODUCTS
REFINING COMPANY**
17 BATTERY PLACE • NEW YORK

FLAVOR Text Books Couldn't Tell Him



REAMS on reams of advice. Undigested theories. Research in the imperfect mood. How to find the proper flavor to fit the individual need. He consulted text-book after text-book. But the problem remained.

And then he availed himself of F & J scientific flavor service. The findings of more than 48 years of research and experiment were applied to his particular problem. F & J counsellors, with their long experience and excellent facilities studied his problem. And they balanced his materials with the *proper* type of

flavor to give his product the maximum consumer appeal.

Let Science Fit Your Flavors

F & J scientific flavor service takes the "guess" out of your flavor problem. On the basis of your formula it predetermines the correct type of flavor best adapted to your product. It puts at your disposal the rich experience and skill which can come only through years of

study of flavors and their application. It relieves you of the expense of maintaining your own laboratory. It substitutes flavor facts for flavor fallacies.

Take full advantage of the F & J scientific method of selecting your flavors. Submit your problem to us. Our recommendations are confidential and cost you nothing.

FOOTE & JENKS
INCORPORATED
*Flavor Consultants and
Manufacturers since 1884*
JACKSON, MICHIGAN U.S.A.

VARIETY and QUALITY WILL STIMULATE SALES

Certainly, you have observed that when people are eating Chocolates, they are constantly picking over the pieces to find something different. If the SECOND Chocolate is different from the FIRST, they will invariably try a THIRD; and if this again proves different, they will take "just one more." CURIOSITY LEADS THEM ON.

Why not avail yourself of the excellent sales possibilities which VARIETY is sure to bring by using FIVE or SIX of the following Dipping Fruits to put on the market an ALL FRUIT BOX OF ASSORTED LIQUID CHOCOLATE FRUITS.

PINEAPPLE CUBES
DIPPING STRAWBERRIES
DIPPING PEACH CUBES
DIPPING KUMQUATS
DIPPING PRUNE PIECES
DIPPING RAISINS
DOMESTIC DIPPING CHERRIES
MARASCHINO DIPPING CHERRIES

The VARIETY and QUALITY which can be obtained with these Dipping Fruits should stimulate your sales during Winter Season.

And THE AVERAGE COST OF THESE QUALITY DIPPING FRUITS—WHEN YOU CONSIDER THE COUNT PER CAN—SHOULD NOT BE ABOVE THAT OF DIPPING CHERRIES.

Write us for full particulars about Dipping Fruits

Blanke-Baer Extract & Preserving Co.

3224 South Kingshighway



St. Louis, Mo., U. S. A.



A ONE-MAN JOB

In the air-mail, one man does two jobs—he pilots the plane and delivers the mail.

In candy-making, one man does two jobs—he operates the Mogul and can now control the starch-conditioning system with the aid of the New Hersey Lag Control.

ONE-MAN CONTROL for your Starch Room

ONE man does the work of several men when you use the Hersey system for correctly conditioning starch.

The new Hersey Lag Control makes this possible. It is an automatic device which governs the action of the Starch Conditioner from the clutch bar on the Mogul. It relieves the Mogul operator of all responsibility for the conditioning system. He runs the Mogul as usual—the Lag Control takes care of the Starch Conditioner, requiring no assistance from the operator or from anyone else.



The Hersey Lag Control saves time as well as labor. It is impossible for the Conditioner to be idle when it should be operating, or running when it should be stopped. No extra accumulation of starch in starting. No choking of elevators in stopping. No chance for costly forgetfulness which results in wasted time. Write today for further information about the great savings brought to you by the Hersey Starch Conditioner.

This device is the final step in making the Hersey Starch Conditioner the most simple method of correctly conditioning starch. The Conditioner itself is a completely unified piece of equipment which synchronizes the cleaning, drying and cooling of starch into a single operation. Now the Lag Control further simplifies the process by making it possible for one man to control the entire starch-handling system.

Let the Hersey Lag Control work for you and save you money. Write today for further details which explain how you can lower your operating costs with a very reasonable investment.

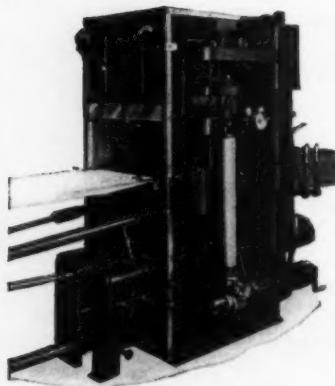
HERSEY STARCH CONDITIONER

HERSEY MANUFACTURING COMPANY Main Office and Works: Corner E and Second Sts., South Boston, Mass.

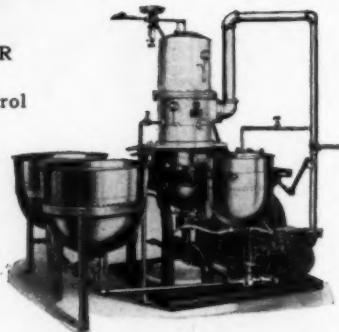
Bran^ct. Offices: NEW YORK CITY, 290 Broadway; PORTLAND, ORE., 475 Hoyt Street; PHILADELPHIA, PA., 314 Commercial Trust Bldg.; ATLANTA GA., 510 Haas-Howell Bldg., DALLAS, TEX., 402 Praetorian Bldg.; CHICAGO, ILL., 10 So. La Salle Street; SAN FRANCISCO, CAL., 690 Market Street; LOS ANGELES, CAL., 450 East Third Street.

CANDY MAKING

*at a profit is more
than an art —*



THE ENROBER
with
Temperature Control
and
Detailer



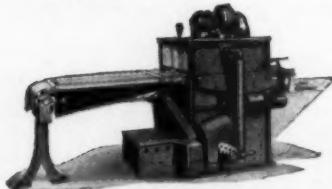
SPRINGFIELD CONTINUOUS
COOKER



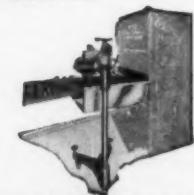
Our engineers are at your service—Write today asking us to send an N. E. engineer to confer with you on profitable production.

NATIONAL
EQUIPMENT Co.
SPRINGFIELD,
MASS.

THE
MOGUL



BONBON COATER



BAUSMAN DECORATOR

TO DAY—confectioners must organize mechanically with up-to-date equipment if they hope to cope with present day demands for quality at a price within the range of the many. Hand work is too costly—too indefinite in uniformity and efficiency. Out-dated machines likewise are a liability. Is your equipment adequate to insure black figures on your ledger? Think it over.

There is a National machine for every phase of candy making and each machine has been proven and tested, in actual production, as a practical investment for the confectioner regardless of the type of candy he is making.

The foremost successful candy plants are National equipped. Those confectioners have profited by our over thirty-nine years' experience in pioneering and building confectionery machines.

We can help you too.

The progress of the confectionery industry is the history of the development of National Equipment—The Mogul, The Enrober, Continuous Cooker, Bausman Refiners, Bausman Decorators, Springfield Bonbon Coater and other machines of like recognized superiority and efficiency.

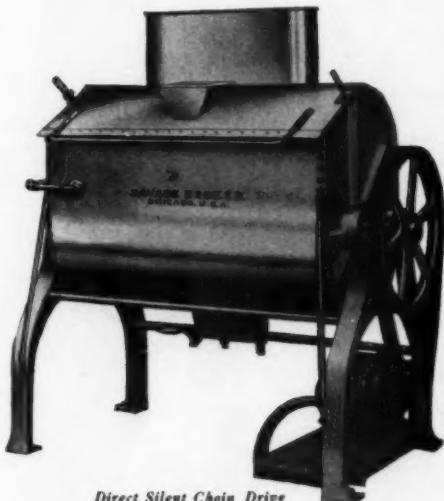
"RESULTS ARE WHAT REALLY COUNT"

... THE ...

SAVAGE Marshmallow Beater

for

INCREASED VOLUME & BETTER QUALITY



Direct Silent Chain Drive

A FEW SPECIALS in our REBUILT MACHINERY DIVISION

Cut-Rol Cream Center Maker, motor drive.
100-lb. capacity Gas Vacuum Cooker, complete with motor.
Latest type Sucker Machine with clutch, direct motor drive with 24 ft. cooling conveyor, duplex rollers, dumbbell rollers, standard sucker roller or hard goods cutting rollers.
5 ft. Ball Cream Beater with replated bed, belt or motor drive.
150, 300, 500 and 2,000 lb. Chocolate Melters, belt drive.
75 gal. Steam Jacketed Fudge or Gum Cookers and Mixers, belt drive.
40 gal. Holmberg Double Action Tilting Mixer, belt drive, with sprocket for three speeds.
Model "K" Kiss Cutting and Wrapping Machine.
Ideal Caramel Wrapper, 1"x1"x $\frac{1}{4}$ " to $\frac{3}{8}$ ".
Hobart Beater, 80-qt. size, motor drive.
Anderson Shear and Vertical Cutters, belt drive.
150 and 200 lb. capacity Savage Marshmallow Beaters, belt and motor drive.
38" Standard Copper Revolving Pan with steam coils, belt drive.
5-bag Lehmann Peanut Roaster, belt drive, with cooling truck and belt drive blower.

*Write or wire your requirements.
We buy and sell.*

Address:

Attention REBUILT MACHINERY DIVISION

THE SAVAGE LATEST IMPROVED SANITARY OVAL TYPE MARSHMALLOW BEATER IS THE ANSWER FOR SUCCESS

Built for strength and durability.

Assures perfect manipulation of each batch.

Saves time, money, space and operating costs.

All Savage machines are built by experts who know the problems of the candy manufacturer.

SPECIAL FEATURES

1. Increased beating space for volume.
2. Faster discharge of heat from batch.
3. Creates volume suction of cold air into batch.
4. No corners or pockets for germ origination.
5. Extra large water jacket for quick cooling.
6. Steam coil for tempering batch.
7. Pure block tinned, lined inside, no corrosion.
8. Double breaker bar.
9. Roller bearings thruout, LESS POWER.
10. 6" cut-off outlet valve—quick emptying.
11. 100% sanitary.
12. Inside stuffing boxes, no leakage possible.

Four Beaters of 200 pound capacity will supply a Mogul for continuous operation.

Direct Motor Drive, with Silent Chain (illustrated), or Tight and Loose Pulleys for Belt Drive.

SAVAGE MARSHMALLOW BEATERS are the standard of the trade. We have hundreds of users who swear by the performance and economies effected with our beaters, and they would not be without them. **FOR VOLUME AND LIGHTNESS OF PRODUCT, the SAVAGE Beater is UNEXCELLED.**

Let us have a list of your present requirements. We will gladly work with you on any of your equipment problems.

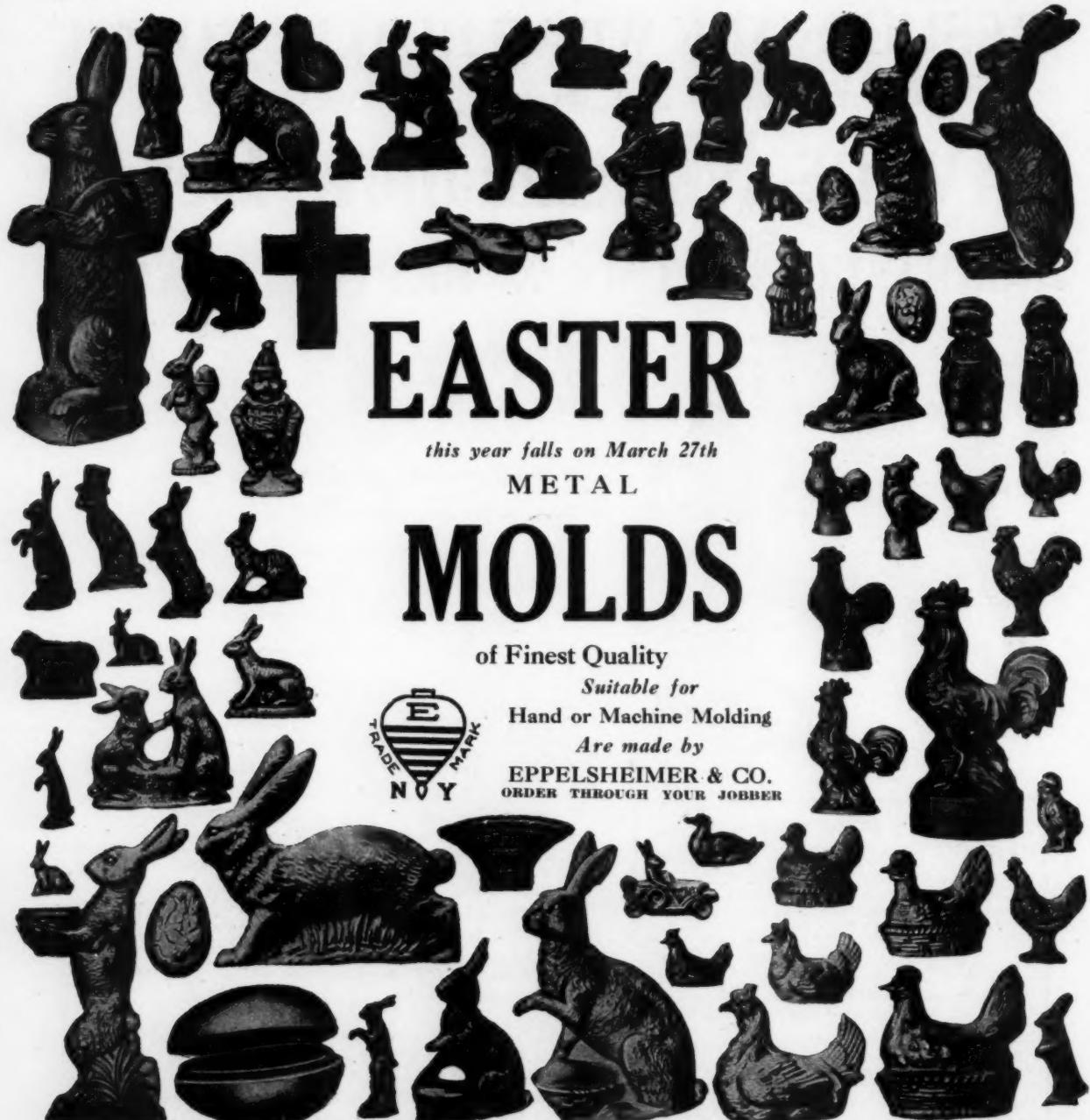
"THE FIRST COST IS THE LAST COST"

SAVAGE BROS. CO.
2638 Gladys Avenue

"Savage is still SAVAGE—Since 1855"

CHICAGO





EASTER this year falls on March 27th METAL MOLDS

of Finest Quality



Suitable for
Hand or Machine Molding
Are made by
EPPELSHEIMER & CO.
ORDER THROUGH YOUR JOBBER

EPPELSHEIMER & CO.

34-44 HUBERT ST.
NEW YORK

MOTHER'S HEART BOX
MAKES A PRETTY MOTHER'S DAY PIECE
EXTRA COVERS CAN BE LETTERED
HAPPY BIRTHDAY
TO MY VALENTINE



MANY NEW DESIGNS

"ECONOMY" IS THE KEYNOTE OF 1932

For
INCREASED SALES
and
LARGER NET PROFITS
with
**THE NEW CONVERTIBLE
"LUSTR-KOOLD" CHOCO-
LATE COOLING CONVEYOR**

Economy Equipment and Economy in Operation are one and the same thing. They go hand in hand in accomplishing desired results. Get your coated goods set right—uniformly bright and lustrous coated goods have sales appeal with resultant repeat orders—whether for package goods or pail goods the New Convertible Conveyor will effect much desired economies and enhance quality.

The picture above shows the new convertible "LUSTR-KOOLD" Conveyor with the packing table open for package goods. Advanced engineering design makes possible fine appearance of chocolate coated work, regardless of weather.

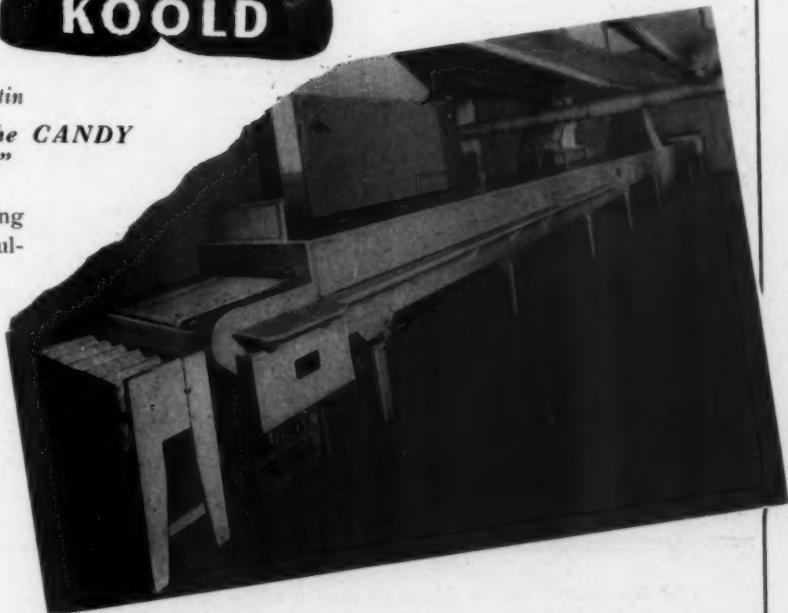
*Send for Our New Bulletin
"AIR CONDITIONING for the CANDY
MANUFACTURER"*

Start the New Year right by calling in an Economy engineer for consultation without obligation.

—SUPPLIES—

We carry in stock wire belts for all standard sizes and makes of coating machines and can also supply the finest cooling conveyor belting.

The picture below shows the conveyor closed and using the entire length for cooling. It gives a very high volume of pail goods, some units now producing approximately 3,000 lbs. an hour.



Air Conditioning, Cooling and Drying Engineers specializing in the Confectionery and Biscuit industries.

ECONOMY EQUIPMENT COMPANY, INC.

6835 Wentworth Avenue

Chicago, Illinois

DRASTIC PRICE REDUCTIONS

WE ARE NOW OFFERING THE MACHINERY OF

LINCOLN CHOCOLATE CO., PHILADELPHIA, PA.

AND OTHER RECENT LIQUIDATIONS

We have drastically reduced prices on our excellent stock of most modern machinery for the manufacture of every line of candy and chocolate. Now is the time to decrease production costs. Let us help you.

WE CAN MAKE IMMEDIATE DELIVERIES

2-24" ENROBERS, N. E.

Automatic temperature control, anti-tailer, motor driven.
 24" Bottomer, N. E.
 24" Kihlgren Stroker, N. E.
 24" Cooler and Packer, N. E.
 2-Enrobers, 16", motor drive, Bottomers, Strokers, Coolers and Packers.
 Walters Basket Machines for Peanut Clusters, etc.
 300 to 2000 lb. Chocolate Melters.
 Forgrave Foil Wrapper.
 Springfield Wood Mogul.
 3000 Starch Boards and Starch.
 Springfield Starch Buck.
 Springfield Depositor.
 600 lb. and 1000 lb. Springfield Syrup Cooler and Cream Beater.
 4 ft.-5 ft. Ball Cream Beater, belt and motor driven.
 Savage Marshmallow Beater, also Werner and Springfield.
 100-250 gal. Gum Mixer, Burkhard.
 25-gal. to 50-gal. Cream Breakers, Werner, Springfield, Burkhard.
 50-gal. Jap Mixers, Burkhard.

SPECIAL OFFERINGS

STEEL MOGUL, N. E.

Friend Dreadnaught Machine, brand new.
 Cut Roll Machine, Merrow.
 Hohberger Cream Machine.
 Simplex Steam and Gas Vacuum Cookers, complete.
 Gaebel Continuous Automatic Plastic Machine, with five chains, including Batch Roller, Sizer, Conveyor and Reeves connected motor drive.
 Igou Candy Stick Machine.
 Werner fully automatic, Ball Machine, all rollers.
 Ideal Caramel Cutters and Wrappers, $\frac{7}{8}$ ", 1" and $1\frac{1}{2}$ ", also Automatic Stokers.
 Sugar Sanding Machine.
 50-gal. Springfield, single and double action, tilting type, mixing kettles for caramel and nougat, 3-speed drive.
 Mills 6" x 8" High Speed Drop Machine with Conveyor.
 Crystal Cooker and Cooler, N. E., also baskets and pans.
 Bausman Disc Machine for coating and liquor.
 Cherry Depositor, N. E.

CONTINUOUS COOKER, complete with kettles, Nat. Equip.

Racine Sucker Machine, latest style, with complete line of rollers.
 Hildreth Pulling Machine, belt or motor driven.
 Racine and Brach Continuous Cutters with conveyors.
 Model K Kiss Cutting and Wrapping Machine.
 Vacuum Cookers with Pumps and Kettles, 200 to 1000 lb. capacity.
 Batch Rollers, York, Mills.
 Water-Cooled Slabs, 3 x 5, 3 x 8.
 After Dinner Mint Machine, Mills.
 Vertical and Shear Cutters, Mills.
 Caramel Cutters, White, 20".
 Caramel Sizers, reversible, Racine.
 Nougat Cutter, Mills.
 Heilmann Bon Bon Machine.
 Hobart Beaters, motor driven.
 Savage Portable Fire Mixers.
 38" Revolving Pans with and without coils.
 Peanut Roasters, Burns, Lambert.
 Peanut Blanchers, Mills, Lambert.
 Peanut Butter Mills, all sizes.

The equipment listed above is only a small part of our large stock of confectionery machinery.

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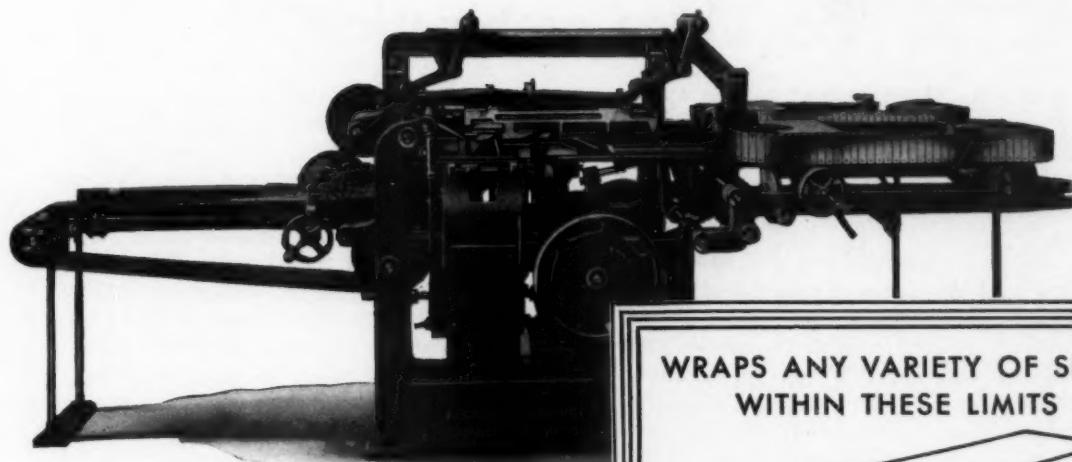
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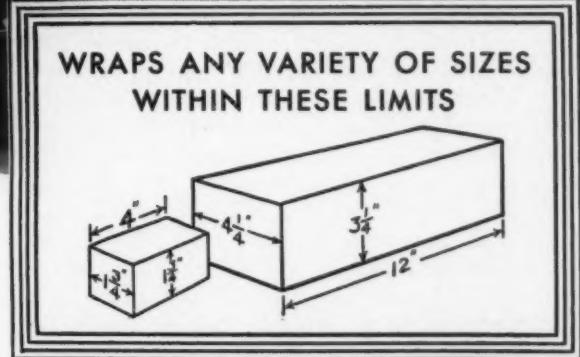
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Editorial

Try This Combination

INCREASING the unit sale by means of combination packages is a merchandising stunt which has been used quite successfully in other fields. In fact, judging from the increasing number of "paired" units offered for sale, it is evident that this form of merchandising is gaining in general acceptance.

It seems ideally suited to candy merchandising and, for that reason, one wonders why it has not been applied more frequently. True, some candy chains have profited by combination specials but rarely have candy manufacturers included combination packages in their regular lines.

In this month's Clinic is described a combination assortment which should appeal to nearly every member of the family. It consists of an outside folding container, holding three individual trays or compart-

ments, one packed with assorted chocolates, another with hard candies and the third filled with salted nuts. After all, the purchaser of packaged candy usually has to consider different tastes when making his selection. An assortment of this kind makes that task a simple one. The combination might be made even more flexible by offering the purchaser his choice of, say any three of six or seven different varieties, uniformly packed in individual trays designed to fit snugly within the outside container. To impress upon the purchaser the combination value, these trays could even be listed to sell individually at a proportionately higher price.

This, as we said before, is not a new idea; we do feel, however, that it is a *good* idea and one deserving more general application in the field of moderately priced candies.

A Fixed Easter

IF buyers of Easter goods prove to be as dilatory in placing their orders as were the buyers of Christmas goods, it may be a good thing for the industry that this year's Easter comes as early as it does; it will hasten buying. While so early an arrival of Easter is exceptional, generally speaking, the fact that this most important candy buying day now varies over a period of 35 days is not an advantage to the candy manufacturer. From the standpoint of working out his production schedules, it would be easier for him were this holiday to fall upon the

same day every year. While it is not an opportune time to attempt the stabilization of this important date, it is generally anticipated that before 1939 a day will have been set for the celebrating of Easter which will never have a variation of more than 7 days.

The League of Nations Committee on Communications in Transit has been considering a simplification of the present calendar for some time. The year 1939 which begins on a Sunday is considered the best time to put into effect a reform of this kind. A proposal has been made to the

churches that Easter then be designated as the Sunday following the second Saturday in April and it is not anticipated that any serious objection will be raised to the selection of this date when the time comes to make the change.

1939 is a long way off. But so radical an alteration in the calendar which has served for centuries is an accomplishment which

cannot be brought about within a few short weeks or months. It is too interwoven with our business, economic and social structure. It will take time to mold public opinion in its favor. Of course, its ultimate adoption will be a boon to the candy industry, but until that time arrives, we shall have to exercise patience for we have a long, long wait ahead of us!

Sectional Improvements Noted

CEVER so gradually, ever so surely, certain sections of the country are beginning to emerge from the despondency in which they have been cloaked for seemingly endless months. Federal economists report that the agricultural South is now in a better economic position than it was at the same time a year ago. Several factors have contributed to this; one of these is reduced cost of production.

Reports from the National Association of Credit Men indicate that renewed op-

timism has been stimulated in the Western section of the country due largely to recent increases in the prices of grains and oil and that, despite subsequent declines in these commodities, the outlook remains unaltered. In the Central West, Arkansas and Indiana are coming ahead, while in the East, Connecticut and Massachusetts seem to be in the best position to enjoy an upturn in business. Like pessimism, optimism too, is catching. These bright spots should hasten its spread.

A Reminder

RECENTLY we sent you a questionnaire. Have you returned it?—or did you lay it aside intending to send it in after giving it more thoughtful consideration?

We'd be glad to have you send it in to us at any time convenient to you. Of course the sooner we receive it, the sooner we can act upon your suggestions. On the other hand, we'd prefer you to hold it up

until some opportune time when you can give it more serious thought.

To the many who have filled in and forwarded their questionnaires to us, we wish to extend our sincerest thanks. They have proven to be most enlightening. Some will discover in this issue, evidence that their suggestions have borne fruit. Watch succeeding issues; should they bring up additional questions, we'd welcome your further correspondence.

Helping Hands

OF striking significance is the amazing increase in organized cooperation among business groups which has taken place in the past two years as indicated in the Department of Commerce's most recent compilation of Commercial and Industrial Organizations in the United States. There are now over 19,000 organizations engaged in some form

of cooperative endeavor. This is a 45 per cent increase over the number of similarly engaged organizations in existence in 1929. Surely it is a good omen.

With all industries pulling together in one mighty effort to drag poor, bedraggled Business out of his miry rut, there is little doubt that he will soon gain a better footing. And once he gains that—!

Short Talks on Chocolate

Part 1—Storage and Handling; Methods of Melting and Preparing for Dipping

By H. RUSSELL BURBANK

HE generally accepted method of attacking any problem is to start at the very foundation, and work up until the subject is complete in every detail. This is what we shall attempt to do in this series of chocolate talks.

While chocolate and the products it is possible to make with it, have many ramifications, it is our intention to deal with chocolate only in such a way as would be interesting to the manufacturing confectioner. While some of the things discussed will no doubt be common knowledge, we will, nevertheless, present such topics in the belief that they may be interesting, if not valuable, to manufacturers.

The Handling and Storage of Chocolate Coating

This is a subject which may seem altogether too simple for discussion, but so far as the candy manufacturer is concerned, it is his first contact with the chocolate shipped to him from the chocolate manufacturer. It is important in so far as it affects the efficiency of his dipping, and the appearance and taste of his dipped product.

Chocolate coating is very sensitive to foreign odors. It is very easily contaminated by any strong odor such as that from a pine case, paint, etc. Therefore chocolate coating must be kept in odorless containers, or in containers with very little if any odor, and in a place free from any odor strong enough to contaminate the coating. Chocolate coating should at all times be kept in a dry place. Most basements are unsatisfactory. This, however, is very often the location which is first considered by the manufacturer since it is the least valuable part of his plant. No matter where the chocolate is stored, it should be raised above the floor from four to six inches by means of timbers and planks.

There should be sufficient space between the cases or bales to permit a free circulation of air.

It is, of course, evident to everyone that chocolate coating should not be stored at high temperatures. A very desirable temperature for the storing of chocolate would be in the vicinity of 70° Fahrenheit, although it may be kept at lower temperatures in safety. It must be borne in mind that where store rooms are likely to become extremely cold in winter, there is the danger of the cakes of chocolate coating sweating when taken directly from the store room to the melting room, where it is usually 85 to 90 degrees Fahrenheit. This should be avoided.

Let's write this sign for our chocolate coating storage rooms:

"THIS ROOM MUST BE KEPT COOL AND DRY. CHOCOLATE COATING CONTAINERS MUST BE RAISED ABOVE THE FLOOR A FEW INCHES. PILES MUST BE SEPARATED A FEW INCHES FROM EACH OTHER, TO PERMIT A FREE CIRCULATION OF AIR. DO NOT ALLOW ANY FOREIGN ODORS IN THIS ROOM, NOR ATTEMPT TO PAINT THE WALLS OR CEILINGS WITHOUT FIRST INFORMING THE SUPERINTENDENT."

The Proper Method of Melting and Preparing Chocolate Coating for Dipping

- (a) Dark Sweet or Vanilla Chocolate.
- (b) Milk Chocolate.
- (c) Liquor Chocolate.

It is unlikely that there are many manufacturers of confectionery dipping chocolate goods who have not the proper equipment for melting purposes. Just a few words will outline this equipment.

The generally accepted equipment is an iron kettle, jacketed for water, and provi-

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sioned for the introduction of low pressure steam to heat the water to a satisfactory temperature for melting the chocolate. These kettles have various types of mixing arms which revolve slowly, scraping the side of the kettle at the same time. Very nearly all kettles, and certainly the most conveniently arranged, have large mouth valves from which the chocolate can be drawn. It is always well to provide covers

not be allowed to run above this temperature.

The same procedure may be used for the melting of milk chocolate, with the exception that the maximum temperature should not be above 115° Fahrenheit.

Chocolate liquor can stand a very much higher temperature, but there is little if any advantage in melting it above 120° Fahrenheit at any time.

THE manufacturer of chocolate coatings is subjected to a ceaseless barrage of questions pertaining to his product. They come from large as well as from small manufacturers of candy. Beginning with this issue and in each succeeding one, Mr. Burbank will discuss various phases of chocolate work, answering at the same time, many of these more persistent queries. His articles will be concise, informative and to the point. A graduate of Massachusetts Institute of Technology and for many years associated with Rockwood & Company, Mr. Burbank is well versed in those of the candy maker's problems which pertain to chocolate and is, therefore, exceptionally well qualified to conduct this series of Talks on Chocolate.

for such kettles, which can be used when they are not in use to keep out foreign materials.

The general procedure for the melting of all chocolate coatings is very much the same, the chief difference being in the matter of the maximum temperature, at which it is safe to melt the various types of coating.

Melting a Dark Sweet or Vanilla Chocolate Coating

First thoroughly warm the kettle and break up the cakes of coating into comparatively small pieces, filling the kettle about one-fourth full; the coating will slowly melt; when it is partially melted, more broken pieces may be added until gradually the kettle has become filled.

The most common error which occurs in the coating department of a candy manufacturer is to have an under supply of melting kettles for his chocolate. This results in the necessity of using partially melted chocolate, which is not at all desirable. It is, therefore, well at this time to call attention to the very important feature, that when preparing chocolate for either coating machines or hand dippers, to be sure that kettles from which the chocolate is taken, contain a mixture of thoroughly melted chocolate. Chocolate when melted is a mixture, not a solution.

After the kettle becomes filled, allow the chocolate to stir and melt until it reaches a temperature of 120° Fahrenheit. It should

The most satisfactory results obtained in dipping chocolate will be had if the dipping temperature is approached from a lower temperature. In other words, after coating has been melted to either 115 or 120 degrees Fahrenheit, as the case may be, the coating in the kettle should be cooled to, shall we say, 85 or 86 degrees; then gradually brought to the dipping temperature, which in an enrober would be between 89 and 92 degrees, in the case of dark sweet or vanilla, or 87 to 90 degrees in the case of milk chocolate.

The hand dippers, generally speaking, prefer to get their chocolate in the vicinity of 95° Fahrenheit, but the same method should be used in preparing the chocolate, which is melting it to 115 or 120 degrees, cooling it to 84 or 85 degrees, and warming it up to a temperature demanded by the dippers, which, as just mentioned, is in the vicinity of 95°.

The chocolate man should never attempt to hold a kettle of chocolate at dipping temperature, say 89 or 90, for any protracted period. The chocolate in the kettle, after a certain number of hours, will tend to become mushy and thick.

While the handling or preparing of chocolate for a coating machine or hand dipper, may seem trifling, yet the method and care used in this preparation influences very largely the results obtained by the candy manufacturer. Carefully handled chocolate in the melting department

(Continued on page 50)

Timely Tips for the Buyer of Chocolate Coatings

By HENRY BANKS

"*A*LL right, send me five cases of that dark sweet piece, and we'll try it out. If it works out O. K. and your price is right, we might be able to use some of it. Good-day."

So the chocolate coating salesman went on his way. Mr. Buyer turned to the 'phone and called his superintendent. "Say, Charlie, Bill Smith was just in here, and I had to buy some chocolate from him. When it comes in, use it up; we aren't interested."

What's wrong with this picture? Plenty!

In the first place, no good coating salesman wants a meaningless order, and furthermore, no buyer should feel obliged to give one. A good salesman only wants an opportunity to present his products in a fair, frank manner. The buyer is either in the market, or he isn't. Personalities should not be injected into the buying scheme, to the extent of blinding the buyer.

The candy manufacturer, making chocolate coated goods, is too deeply involved in his chocolate purchases to treat them lightly, or, to be perfectly frank, unintelligently, as is too often the case. How, then, should the buyer of chocolate coating proceed?

First, let's divide chocolate coating into five groups. (1) High grade vanilla, for hand dipping; (2) chocolate for hand stringing on a machine; (3) Milk chocolate coating; (4) dark sweet for coating machines; (5) light sweet for coating machines. These divisions will suffice for the moment.

Now, let's take up the matter of high grade chocolate coating for hand dipping. Of course, the first consideration must be quality and uniformity, and the reliability of the

chocolate manufacturer. This holds good for all grades, but is a particularly important consideration in the selection of a chocolate for hand dipped work where the coating runs, we say, from 30 per cent to 50 per cent of the finished piece. This percentage runs much higher on the very small pieces so popular today in some sections.

Don't Buy on Personal Likes

More often than not, the buyer will select such a chocolate coating by the standard of his personal likes or dislikes. Just because he may like blue neck-ties doesn't mean that everyone will over-run the haberdasher first displaying such male attire. As a matter of fact, I know of several acquaintances who prefer red,—and the joshing that goes with it.

You must seriously consider the desires of the trade you reach or intend to reach. Start with the center you intend to coat; have your eye on the combination of center and chocolate. The consumer will not judge your product by separately considering each raw material used. He will form his opinion of your confection after he has eaten the combination of all materials. It is the combination that counts. If your center is real sweet, you will want a fairly strong chocolate. For instance nuts will not carry as strong a coating as will "hand-rolls." Then again "hand-rolls" will require a stronger and different type of chocolate than centers

cast in starch or than caramels and nougatines.

The matter of the amount of vanilla flavor is pretty much up to the individual taste. Half the battle is to get the right blend of chocolate and center. *Don't pass final judgment on the chocolate alone.* A good center has often been ruined by the wrong chocolate, and in some cases, a mediocre center has been greatly improved by just the right coating. We will presume our minds have been made up as to the type of chocolate coating to be selected. What's next?

Smoothness a Factor

Smoothness is very important. Smoothness influences the flavor, the appearance of the dipped piece, and what is more, the snap or crack of the chocolate coating on the center. Smoothness means that the chocolate has been well milled. Smoothness contributes to that velvety gloss, so sought after by the trade. A finely milled piece will string more sharply. It will hold the luscious softness of a flowing center a longer period of time, keeping it in a well preserved condition.

Be sure to consider the proper viscosity or fluidity of the chocolate in relation to its intended use. Guaranteed uniform viscosity is essential. It is a money-saver, it makes the dipper's work simpler—it most certainly makes for uniformity in dipping results, which means a uniform product, essential in these days of keen competition.

If these suggestions are followed closely, the resulting dipped piece will be altogether satisfactory. It is of course clear that in order to make a test before contemplating the purchase of chocolate coating, it is essential to have a fair quan-



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tity to use as a working sample. If the sample is small, say from two to five pounds, the confectionery manufacturer must, in fairness to himself and the manufacturer of the chocolate, use extreme care in properly melting the coating to get the results which could be expected in the average run of a full sized batch.

Hand Stringing by Machine

We now come to the chocolate for hand stringing on an enrobing or coating machine. Hand stringing on a coating machine has developed tremendously during the past ten years, and extremely satisfactory results are now being obtained by hand decoration, or in some cases by a mechanical appliance to imitate a hand decoration on coating machines.

The same procedure used in the selection of a hand dipping chocolate may generally be followed as in the selection of a chocolate for hand stringing on an enrober or coating machine. The difference between the two is very largely in the percentage of chocolate on a finished piece. The coating for hand dipping is usually heavier on the finished piece than that of hand stringing on a machine. While it is possible to put as much coating on by a machine as by hand the results are not as generally satisfactory. If the manufacturer attempts to put on an unusually large amount of chocolate by the hand stringing method, the tendency is towards dullness and lack of finish.

The essential difference, therefore, between hand dipping chocolate and hand stringing chocolate is in the matter of viscosity. For hand stringing it is doubly essential that the viscosity be uniform. Variation in the thickness of the chocolate from batch to batch is very upsetting to the enrober man, and disastrous to the good results looked forward to by the manufacturer.

It is well here to again stress the point that the manufacturer of confectionery have his eye on the combination of chocolate and center, rather than on the chocolate alone, and again for a conclusive test, it will be necessary for trial to have a sufficient amount of chocolate to fill the tank of the coating machine. Otherwise, working results cannot be obtained with any degree of accuracy.

Hard to Set Buying Standards for Milk Chocolate

The next on the list is milk chocolate which is probably one of the most difficult coatings on which to set buying standards. The chocolate salesman sometimes gets all "hopped up" on selling dope from the factory, and is sometimes given to wild dreams and fantasies of the weird methods used by his firm in making milk chocolate. These bad dreams are usually quoted as being secret processes, guarded like a hermit's gold; all of which goes to show that P. T. Barnum was right when he said "You can fool some of the people all of the time."

We hear of wet milk, cooked milk, fresh milk, cream, etc. The impression is often given that it is only necessary to add one of these raw materials to chocolate liquor and sugar, apply the magic formula so carefully guarded, and presto, we have a milk chocolate which no one can imitate. Quite frankly, this is just plain bunkum.

United States Government standards for milk chocolate are very clear. We, therefore, have a very definite minimum standard on which to operate. The average moisture in a finished piece of milk chocolate coating is from $\frac{3}{4}$ of 1 per cent to $1\frac{1}{4}$ per cent. It is safe to say that it never runs over 2 per cent. It is, therefore, quite evident that, keeping these figures in mind, the moisture originally in fresh milk and fresh cream practically disappears by the time milk chocolate coating is ready for the confectionery manufacturer. Of course, it is possible to make milk chocolate using fresh cream or milk such as you would use in your coffee or tea, but by some method or other the excess moisture must be removed, otherwise the chocolate would not be fit for coating purposes. If there is any question in your mind regarding this point, try mixing fluid natural milk with some melted sweet chocolate, and see what happens.

It must be borne in mind that milk chocolate will not be as crisp and brittle as a sweet chocolate of an equivalent grade, because of the low melting point fats and softness of the milk solids present in milk chocolate coatings.

Milk chocolate usually will run heavier than an equivalent grade of sweet chocolate. And because of the low melting fats contained therein, it must be dipped at a lower temperature, either by machine or by hand.

What the Buyer Should Look For

Let's get after what the buyer should look for in making his purchase of sweet milk coating. First he must consider whether his trade calls for a light milk chocolate, a medium dark milk chocolate, or a real dark milk chocolate. Choice of color varies in different sections of the country. It is very important that a milk chocolate of quality be finely milled. A good milk chocolate should have a real milky taste. This may sound trite, but there are some milk chocolates which taste no better than light sweet coatings.

The use for which the milk chocolate is intended should govern the viscosity.

As it is more difficult to manufacture a milk chocolate than a vanilla with a satisfactory gloss on the finished piece, it is the writer's opinion that this is an extremely important feature, which can only be judged by actual dipping conditions. To sum up the points to have in mind when buying milk chocolate, the buyer should consider these: the amount of milk solids contained in the milk coating, which contribute to the richness of the milk flavor; the viscosity, determined by the use intended for the coating; the fineness to which the milk chocolate is ground; the color of the chocolate, to be determined by the locality; the flavor of the milk chocolate coating in combination with the center; and the gloss and stringing qualities which may be lost, but certainly not the least of these considerations.

Bear in mind that good milk chocolate is the result of intelligent workmanship, the blending together of high grade materials in the proper manner by an experienced chocolate manufacturer, using up-to-date machinery and methods. The manufacture of milk chocolate is a ticklish proposition, requiring



TIMELY TIPS FOR THE BUYER

skilled labor and intelligent organization but there are no magician-like secrets which can be called into being by anyone.

Viscosity vs. Price

Next is dark sweet chocolate coating for an enrobing or coating machine. The type of beans available for use in "dark sweet coating," as termed by the trade, is limited, due to the fact that a dark sweet chocolate coating so-called is a competitive piece, used for the cheaper grades of candies. Being highly competitive, the buyer, therefore, must have an eye to the price. The prime idea, in the buyer's mind should be to get the most for the money he intends to spend. This does not mean that the lowest priced dark sweet coating is the best value. Very often, strange as it may sound, the cheapest is the most expensive. Let us explain just what is meant.

In the past, the buyer of chocolate has usually insisted on a definite butter fat content. But in recent years, both the manufacturing confectioner and manufacturer of chocolate, buy and sell chocolate coating on the basis of a guaranteed fluidity or viscosity. For after all, the candy manufacturer, particularly on the type of goods on which dark sweet coating is used, is anxious to get a uniform coating that will not vary from shipment to shipment.

A thick or high viscosity coating may be sold at a lower price than a coating of just the right viscosity or thickness. If the candy manufacturer buys the thick coating, he is faced with covering his goods either too heavily, or has the choice of adding cocoa butter, which naturally adds to the cost. Therefore, the prime essential in selecting a cheap, dark sweet piece for enrober work is the correct viscosity. Because such a coating sells at a low price, does not mean that it must be a terrible tasting piece. It can and should be very palatable. Of course, the buyer wants it as finely ground as is possible to grind it at the price, still holding it at the stipulated viscosity.

Light sweet chocolate coating for use in a coating machine can very nearly be purchased by the standards set-up for dark sweet chocolate. At best, light sweet coating is hardly a chocolate which will lend character to confectionery. In order to

get the color desired, it is necessary to keep the chocolate liquor down to a minimum, the balance of the formula being made up of sugar and cocoa butter. Again it is well to stress the reliability of the chocolate manufacturer when you intend to purchase light sweet coating or dark sweet coating. It is very easy for the chocolate manufacturer, if he is not reliable to leave out a small amount of butter, or to allow the coatings to vary in color. Naturally, leaving out any part of the cocoa butter thickens the coating materially. This is to be avoided.

Narrow View No Aid to Progress

In speaking of leaving out cocoa butter and the variation in viscosity in low priced coating for machine work, calls to the writer's mind a conversation which he had with a reasonably well known manufacturer of confectionery. After discussing the pros and cons of uniformity, and the general manufacture of confectionery, the writer spoke at length on the importance and necessity of a uniform chocolate coating, particularly for enrober or coating machine work. It was pointed out that a mere variation of 1 per cent to 2 per cent butter would materially affect the cost sheet of the manufacturer. It was also pointed out that even with a slight variation in viscosity toward the thick side that during the day, with hundreds of centers going through the machines, a material loss would be suffered by the manufacturer in question. The manufacturer did not seem in the least impressed. He said that he did not mind how much a chocolate coating varied, so long as he couldn't notice it with his eye. A very foolish statement for this day and age of the control of raw materials. It has been interesting to the writer to follow the course of this manufacturer since this conversation, which was held some two years ago. Let it suffice to say that he has not progressed in these times when it takes

all of the energy and ingenuity of an operator in the confectionery business to hold his own. It has been interesting, too, to note that the candy manufacturer insisting on uniformity, can produce a balance sheet that he is quite pleased to show.

Although no mention has been made in the above regarding the purchase of chocolate liquor, it is not felt that it is necessary to go into it very deeply, first, because of the limited amount of chocolate liquor used compared to other pieces; and secondly, because the specifications are necessarily limited in chocolate liquor to the cocoa butter content, the fineness of grinding, the taste and the color.

Having both bought and sold coating, the writer deeply appreciates the position of the buyer of chocolate coating, and the difficulties with which he is beset. He has realized that oftentimes the buyer is pestered by almost a drove of coating men, ardently soliciting his business, but we insist again, the purchase of chocolate coating should be a cold hearted proposition,—not a matter of friendship or preference for the individual salesman. Like any other product which is purchased for the confectionery business, it is not only interesting but enlightening, to get all the information possible from the various houses manufacturing chocolate coating. Styles change in chocolate, methods change in manufacture; types of coating sold 15 or 20 years ago may not be the popular type of coating today. So consider well the new standards by which your purchases should be made.

The buyer of chocolate coating is getting more value and quality today, dollar for dollar, than he ever received in the history of the business. Why not make the most of it?

Loft Reports Sales Increase

SALES for November, 1931, reported by Loft, Inc., totaled \$1,372,105.53—an increase of \$269,950.54, or 24.5%. Loft sales for eleven months totaled \$12,453,677.64, which represents an increase of 56%, or, in dollars and cents, \$4,470,672.81.

Loft's gain in customers during November amounted to 819,236, or 35%. The 11 months' gain over the same period in 1930 was 6,215,518 customers or an increase of 25%.



Things You Should Know about Cocoanut Butters

By J. HARRIS JONES

THIS article is written specifically for the plant superintendent who has the job of making cocoa coatings, or who would make them if he knew more about these coatings and the butters used in making them.

First let us consider a good standard formula such as the following:

Per cent				
32.45	66 lbs.	No. 3 cocoanut butter (See below)	104	88.0
14.75	30 lbs.	Cocoa powder (8.5)	No. 5 31.5	104 93.2
52.61	107 lbs.	Granulated sugar		
.16	5 ozs.	Salt		
.03	1 oz.	Vanillin		

Method:

Place the No. 3 butter in a warming kettle and heat to 120° F., then add sugar, cocoa powder, salt and vanillin, stirring till all the ingredients are thoroughly incorporated. Owing to the fact that granulated sugar is being used it will be necessary to put this mixture over the rolls or through a disc machine. If such equipment is not available, then use 4X sugar. When the batch is finished keep warm at 110° F. and run through the coating machine at 105° F. to 108° F. Now, glancing at the formula again you will see that after the 30 lbs. of cocoa are the figures, 8.5 per cent. This refers to the cocoa butter content of the cocoa. We specify this because we have found that the lower the cocoa butter content of the cocoa the less likely is the chance for "graying" of the finished goods.

The No. 3 butter used in the formula is a good all year round grade of butter, but higher or lower setting point butters may be used depending on climatic conditions and the particular requirements of the plant operation. As to the other grades of butter suitable for our purpose we give you below five different grades that cover the whole range of what are known as cocoanut butters on the market today.

Setting Pt.	Melting Pt.	Softening Pt.
No. 1 26.8° C.	82-84° F.	78.0° F.
No. 2 27.5	86-88	82.4
No. 3 29.5	104	87.0

No. 4	30.5	104	88.0
No. 5	31.5	104	93.2

Importance of Setting and Softening Points

While the melting point is the constant that is the one most spoken of it has not the importance for the plant superintendent that the setting point and softening point constants have. It is the setting and softening points that tell the true story of the physical character of the butter as it will act in a coating. They indicate the hardness of the butter and the degree of snap that will be imparted to a coating.

The setting, melting and softening points of butters No. 1 and 2 indicate that they are made from straight cocoanut stearine. Butters 3, 4 and 5 might be made from straight palm kernel stearine or a mixture of palm kernel stearine and cocoanut stearine. You will note that although the melting points of butters 3, 4 and 5 are about the same both the setting and softening points differ for each grade of butter. You now see the reason for the statement that "the melting point is the least important of the three constants." A butter might have a high melting point yet have such a low setting and softening point that it would be wholly unsuitable for use in making a coating.

Explaining Why Price Is Higher

It is also well to know why the higher the setting and softening point of butter, the more expensive it is. This is easily understood when it is pointed out that in the process of producing these butters the oil (as it is pressed from the nut meats) is pumped into small tanks in a cool room; there the oil cools slowly and takes on an appearance similar to cold tapioca pudding, the crystallized lumps being mostly the stearine surrounded by the softer olein. This mushy mixture of stearine and olein is then placed in cloths or bags and subjected to pressure; this forces the soft olein out through the bag leaving the stearine inside. The stearine having higher melting, setting and softening points than the

olein, it follows that the less olein there is left in the bags the higher the above three constants will be. Of course, the longer the time of pressing and the higher the pressure, the more olein will be expelled and, too, the smaller will be the amount of stearine remaining in the bag or cloth when opened. It is this lower yield (1 part stearine to 3 parts olein) that makes such a butter higher in price than one that had a higher yield (1 part stearine to 2 parts olein). To sum it up in one short statement, the lower the yield the higher the constants and the higher the price.

Caution and Advice

Now for a few words of warning and advice. When you purchase cocoanut or palm kernel butters test each lot by the simple method of tasting it. Allow the butter to melt in your mouth, churn it around a little (have a cuspidor handy), if it tastes neutral and has no soapy or rancid flavor you can be assured that the product is all right. This is as good a test as if it were tested in a laboratory; if the latter is available test the butter principally for free fatty acids which should not be over .04 per cent. A good butter will test around .02 per cent F. F. A.

Keep all grades of cocoanut butter in a dry place particularly the higher setting point grades as moisture acts quickly on them inducing the development of fatty acids.

Do not use alkali treated (Dutch process) cocoas in making coatings with any of the grades of butters. If there is a slight development of F. F. A. in the butter, the alkali in the cocoa will act on these acids to produce a soap and the result will be a soapy tasting coating, that will continue to get worse with time.

Be careful not to use any wet flavoring agent; use vanillin or the straight vanilla bean. Use a good grade of cocoa and see that it is fairly fresh, as cocoa that has lain in storage for any length of time develops molds and molds act very readily on cocoanut butters causing them to become rancid quickly.

How to Secure Uniform Color of Coatings . . . Believe It or Not!

HE MANUFACTURING CONFECTIONER, in sending out inquiries concerning — What the Candy Man Wants to Know About Chocolate,—did a wise thing and met with ready response. So many people regard chocolate as just a mixture of cocoa, cacao butter and sugar that can be treated anyhow, that it is not remarkable that among other inquiries sent in for answer was "How can I maintain uniform color in coatings?"

The writer is beginning to know a little about chocolate and the tricks of the trade, but he is continually being astonished at the casual treatment chocolate receives, seeing that chocolate is, in reality, an extremely complex mixture requiring knowledge and delicacy of touch if good and uniform results are to be secured. One might, with advantage, start this article with a series of "Believe it or not" statements concerning chocolate in order to make the user understand that it is not one factor alone but a dozen or more that determine excellence and uniformity of finish.

Consider These Facts

The following facts apply to both plain and milk chocolates:

1. When chocolate is cooled from the temperature used for covering to that used for setting, enough heat is given off by the chocolate so that it can be measured by the rise of a degree or two in the body of the chocolate itself; and that, according to how much heat, and when that heat is given off, after the chocolate enters the cooling room, so the extent of bloom can be predeter-

mined and the color of a coating be controlled.

2. Cacao butter contains fractions of fat (glycerides) of different melting points. The writer, with his co-workers, has separated one fraction melting as high as 130° F. Cacao butter itself has a nominal melting point of about 97° F.

3. The bloom on chocolate has been shown to be due to the separation and crystallization of the higher melting fractions of cacao butter after the chocolate has supposedly set.

4. The particular color of any chocolate is due to the extent to which the natural coloring matters of cacao have been changed by fermenting, drying and roasting. The color of the kernels of fresh cacao beans in the pods range all the way from brilliant blue-purple to a pale pink, according to the type of cacao grown. Sometimes one may find pure white kernels.

5. The flavor of aroma of cacao is intimately connected with the coloring matter of the nibs in nature, and, with astringency, is characteristic of certain complex bodies which, when changed by oxidation, for example, which takes place among the other reactions during fermentation, result in the characteristic aroma of any particular grade of cacao, in a change of color from blue-purple or pink to dark chocolate color or cinnamon brown, according to the nature of the original cacao, and in the release of unpleasant astringent tannins that must be got out of the nibs before the cacao is fit for making chocolate. The white kernels of cacao, sometimes found, have absolutely no chocolate flavor



By ROBERT WHYMPER

Author of "Cocoa and Chocolate," and International Chocolate Authority

THE MANUFACTURING CONFECTIONER

when fermented and roasted and are only mildly astringent.

6. Chocolate (and everything else) changes its apparent color according to its degree of fineness. Blue glass, for instance, ground to a fine powder, appears to be white. Further, since the color of real chocolate is due primarily to the amount of cacao liquor present, or to the natural color of cacao, a very pale chocolate either contains only a small proportion of cacao liquor, or else a cacao liquor made from pale beans has been used. But since pale cacaos (Criollo types, such as Javas or Ceylons) are usually high-priced, the latter reason is unlikely to be true in these days. It will be seen then how much the regularity of a chocolate depends on the uniformity of the blends of cacao used by the manufacturer.

7. It is a matter of common observation that chocolates change color according to the temperature employed during covering, and the time and temperature of setting. This is largely due to the form in which the cacao butter crystallizes out or sets in the cooling room.

8. Chocolates change their consistency or "apparent viscosity" every time they are melted, remelted and stirred in kettles. This has a great influence on the manner or form in which cacao butter crystallizes out under any set of conditions, besides, of course, affecting very appreciably the thickness of the coating on the goods.

Be Guided by These Rules

These are a few of the possible facts about chocolate that influence its color and its uniformity. How then can one answer distinctly in a few words even so simple a question as that under consideration? The only satisfactory way appears to be to lay down a few laws, leaving the scientific reasons for the more inquisitive to find out at their leisure.

1. Insist upon a uniform coating from the suppliers. That is, insist that the supplier gives you always a coating made from the same blend of beans, invariably matched for color, so that the natural color in the coating is invariable.

2. Insist upon a coating that has been stabilized as far as possible. That is, insist upon a coating that has every solid particle present,—cacao fibre, sugar, milk

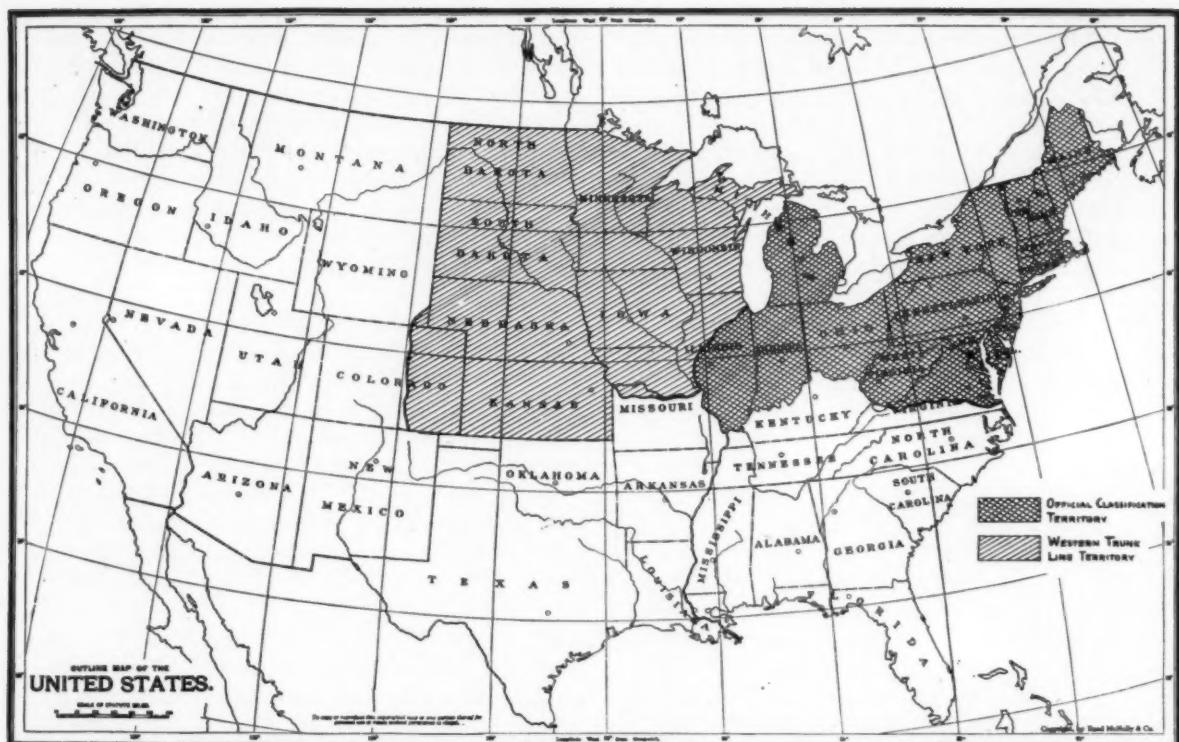
solids, etc.,—completely wetted by the cacao butter, so that, when the coating is melted and continually remelted, it does not change its apparent viscosity. Only perfectly processed chocolate will stand heat-treatment and agitation without change in consistency, and it can be asserted, without fear of contradiction, that many of the common troubles arising in covering are due to imperfectly or improperly stabilized chocolate.

3. Treat the coating before and during use invariably in the same manner. Use the same temperature in melting, the same temperature in covering, the same temperature in cooling, day in day out, when using the same chocolate. And do not ignore the time factor, but always arrange that the same time elapses between melting and covering and between covering and cooling. It is hardly necessary to add that the best temperatures and times in each case must be found before they are fixed.

4. According to the chocolate, different temperatures of covering will be found to be most suitable for any specific case. These can only be found out by experiment, but, as a general rule, the temperatures employed in enrobers are too high, usually because the enrober man wants his chocolate to run thin, and he runs the risk, whether he knows it or not, of spoiling the color of his chocolate and of encouraging the formation of bloom, for the sake of getting the right number per pound for his goods. All other ways are better ways of getting the chocolate to the required thinness than by using high temperatures in covering.

5. Do not use too low temperatures for cooling. It is tempting to use very low temperatures because it is quicker, and because the first gloss on the chocolate is apparently better. But very low temperatures of cooling encourage bloom. It is better to use the highest possible temperature for cooling, consistent with the covering temperature, even if the chocolate is somewhat duller at first, because there will be less tendency to bloom later. Needless to say, a happy medium can be struck, and it should be emphasized here that no man on earth can prophesy what temperatures and times any candy maker should employ in covering and cooling until he has seen

(Continued on page 50)



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The New Freight Rates

Class Rates Revised in Eastern and Western Territories

By E. E. CONDON
Traffic Counsellor

FREIGHT rates on shipments of confectionery on which class rates apply have been revised and the new rates were effective December 3rd. This revision affects all commodities on which class rates apply, so that freight charges on practically all manufactured materials used in the industry will be affected by the adjustment.

The revision affects all class rates within and between Official Classification territory and Western Trunk Line territory. The Interstate Commerce Commission conducted a general investigation concerning the reasonableness of these rates, and the decision rendered has

resulted in both increases and decreases.

The rate structures in these two territories were investigated in separate proceedings, however, the new rates were effective December 3rd in both territories.

The governing principle of the adjustment is the so-called "mileage scale." In the past many class rates were based on "grouping points" in which the question of mileage was an important factor but not always controlling in the construction of class rates. Also prior to this adjustment some of the class rate scales lacked uniformity in basic rate making principles and in some cases the various scales were incon-

sistent in their relation to each other. In this adjustment the Commission has not entirely abandoned the principles of class rate structure employed in the past. However, they have attempted to provide uniformity and also have established a definite percentage relationship that each class should bear to the first-class rate of the scale. In the past few years the tendency of the Interstate Commerce Commission has been to give the question of mileage greater consideration as a factor of rate construction.

The Commission has prescribed maximum rates for various distances in the various rate making

territories, and the carriers are authorized to establish the new set of rates on lower bases than the maximum prescribed, if they consider that this action would be to their best interests. However, it is important that in so doing the established percentage relationship of classes in the scale be preferred, and that the rates published be reasonably compensatory.

Changes in Eastern Classifications

In Official Classification territory—also known as Eastern territory—the general effect of the adjustment is that the first four classes will be increased and the fifth and sixth class decreased. However, there are many exceptions to this line-up. Another outstanding result of the adjustment is that the Rule 25 rating in Official Classification will be subject to the same rates as are provided for third class.

It is important that all shippers

secure the new tariffs in which they are interested so that they will know to what extent the adjustment will affect their transportation costs.

One of the objects of the decision rendered in the Western Trunk Line class rate case was to provide additional revenue for the carriers in this territory. The record in this proceeding clearly indicated that many of the carriers were operating at a loss while the earnings of most of the others were inadequate and below the level to which they are entitled. In its last annual report the Interstate Commerce Commission stated that it is roughly estimated that rates authorized in the western class rate case would yield from ten to twelve million dollars increase in revenue per year. However, the interested carriers disagree with this opinion and have petitioned the Interstate Commerce Commission for re-opening, rehearing and modification of the re-

port and order. In their petition they point out that the decision was made in May, 1930, and that the adjustment prescribed is a result of a study of conditions that existed before that time and is based upon a record which does not reflect even remotely the conditions prevailing at the time the prescribed adjustment is to become effective. Many other petitions have also been filed by shippers protesting against the adjustment and it is indefinite at this time as to what action will be taken on the various petitions.

It has been the intention of the Interstate Commerce Commission to have all class rates on a basis of equality. However, it would be impractical for the carriers to establish the same scale of rates in all rate making territories, because of the difference in railroad operating conditions and also because of the difference in the cost of the service rendered.

Summarizing the Seligman Survey of Price Cutting and Price Maintenance

SHE survey of "Price Cutting and Price Maintenance" undertaken about a year ago by Professor Edwin R. A. Seligman of Columbia University at the behest of Edward Plaut, president of Lehn & Fink, Inc., and chairman of the committee of the New York Board of Trade to study the subject, was made public at a dinner at Washington, January 7th.

Professor Seligman has an international reputation as a renowned economist. He conducted the famous survey on installment selling and is economic advisor to the Republic of Cuba.

The report recommends legislation to remove any existing barriers against the refusal-to-sell method of enforcing price maintenance, and adds that some machinery should be set up for business men, similar to the trade practice conferences sponsored by the Federal Trade Commission, to work out practices that would make price maintenance more generally effective than the refusal-to-sell method alone.

Sufficient study for the formation of adequate opinions on the Seligman report has not yet been made of it by Edward Plaut, president of Lehn & Fink, and by Senator Capper and Representative Kelly, authors of the Capper-Kelly Bill that would permit the making of price-maintenance contracts. These opinions are being prepared and will be issued later.

Price Maintenance Desirable

"The definite conclusion is that the general principle of resale-price maintenance is legitimate," the report says. "The type of price-cutting studied is a form of unfair competition; price maintenance is a step toward fair competition. It is economically defensible and therefore ethically desirable. The adop-

tion of resale-price maintenance as a general principle will mean, on the whole, a step forward in American business life."

"A generation ago," says the report, "price maintenance was as normal and legal as it still is in almost all other countries today." Discussing the legitimacy of price-cutting, "it is undoubted that certain forms of price-cutting, however lucrative to the price-cutter, are to be characterized as economically injurious and ethically indefensible." Other forms are advantageous even to those not beneficiaries of the practice. Remnant sales, clearance sales, bankrupt sales and the like, if honestly carried out and free from subterfuge, are well nigh necessary concomitants of modern business. Other cut prices, such as the price variations in railroad tickets, are innocuous and of benefit to the public."

"Practices which were more or less bearable during the period of prosperity were felt as unbearable during the hard times, especially in



SELIGMAN SURVEY OF PRICE CUTTING

view of the fact that business rivalry has come more and more to assume the character of cut-throat competition. Some of the price-cutters themselves have become doubtful as to the wisdom of their policies, and the controversy as to the distinction between fair and unfair competition has flared up anew."

The report remarks only briefly on the action of the Federal Trade Commission, saying that it has "taken only timid and halting steps to explain the distinction between fair and unfair competition in this great twilight zone of cut prices." The Commission's economists are "alibied," however, in the report when it explains that the Commission limited them in their investigation and thus restricted the report's coverage, which is a possible reason why "the Commission presented no thorough-going and fresh analysis of the fundamental economic problems involved" and therefore the result was "a still further confusion of opinion."

Elements of Good and Evil

"Like any other widespread economic practice price-cutting possesses elements of good and of evil. Some forms are in accord with tactics of fair competition; other forms constitute unfair or cut-throat competition. While the latter must be corrected, the former must by no means be eliminated."

The report proceeds to analyze the benefits and evils of price-cutting. It says that "if it is true, as we have seen, that price maintenance cannot be expected to insure uniformly high profits to all retailers, or to abolish all forms of price-cutting, it necessarily follows that price maintenance will, at the same time, fail to impose higher prices upon the consumer."

A warning against over-optimism appears in the statement: "Enthusiastic proponents of price maintenance are wont to depict in glowing colors the rejuvenated business which would come to all retailers, where the margins of profit would be satisfactory and price-cutting would cease to exist. There are, in fact, no less than four reasons why this much anticipated retailer heaven would not come about:

- (1) Lack of universal adoption by manufacturers.
- (2) Inability of retailers to compel adoption.

(3) The existence of cut prices on price maintained items.

(4) Price-cutting on non-maintained items."

Price-cutting, used to attract customers and thereby increase the sale of other products, lies at the basis of price maintenance and constitutes the main body of the report.

The consumer's interest in resale-price maintenance is not so great as has usually been imagined, the report states. Permanent benefits, if any, to the consumer must accrue as indirect results of more effective distribution methods.

"In view of the ever-growing limitation upon the legality of resale-price maintenance," the report says, "it seems better to begin modestly, and to recommend the adoption of simpler measures calculated to achieve the result."

Refusal to Sell Price-Cutters

To make the refusal-to-sell method operative, the report points out, the law should freely permit the selection of customers, should allow manufacturers to persuade wholesaler and retailer to follow established prices and permit policing to detect price-cutters who may then be refused merchandise. These proposals would not interfere with existing laws against price fixing between competitors, illegal coercive trade methods, and allowances and special terms as rewards for pricing cooperation.

Free interchange of business information by manufacturer, wholesaler, jobber and retailer about price-cutting or unethical practices are essential to the operation of present-day business, the report shows.

"By stating definitely what practices are to be permitted, a law which legalizes the refusal-to-sell method, would remove the temptation of government to interfere in a field in which its activity is now decidedly unwelcome to business interests, and in which it has thus far done very little to improve the situation."

Professor Seligman anticipates some resistance to his proposed legal reforms by courts and legisla-

tures. But he nevertheless believes reform can be accomplished by a simple law that merely restates a principle of common law, thereby making legal in every respect the right to refuse to sell to any dealer or distributor for any reason whatsoever. This procedure would make no fundamental changes in existing laws. It simply removes obstructions to business initiative without introducing any additional elements of government interference, Professor Seligman explains.

"A shortcoming of the plan from the point of view of the retailer consists indeed in the fact that the system as a whole does not lend itself to compulsory action by retailers. There is little prospect of retailers compelling a manufacturer to maintain prices unless he finds it to his advantage to do so. While this objection is undoubtedly true, it must be balanced against the legal, social and economic advantages of adopting a conservative as against a radical measure."

The report points out that some manufacturers would not interfere with most retailers who cut prices a small amount, but they would surely refuse to sell those retailers who cut prices unwarrantedly or sold goods at loss or at prices that bring about devastating conflicts.

"The refusal-to-sell plan," the report shows, "thus meets in an admirable way both the objections and the needs of manufacturers who do not desire complete or extreme resale-price maintenance."

Refusal-to-Sell Method Least Hazardous

Professor Seligman explains that various ways of accomplishing price maintenance were carefully considered. The refusal-to-sell method was selected after this analysis as it "would accomplish the desired ends without incurring the hazard of untoward consequences." Thus he embraced the plan as a minimum of reform, realizing that it would not bring about high margins and guaranteed profits to the retailer and that all manufacturers would not employ the method.

As well as Professor Seligman, Dr. Robert A. Love of the City College of New York and a staff of assistants prepared the report. In printed form it will run into about 350 pages of text and 350 pages of statistical material. This appendix includes studies in about twenty industries.



1932 JANUARY 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
3	4	5	6	7	1	2
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

1932 FEBRUARY 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

The CANDY MAN'S CALENDAR

JANUARY

1st Month
31 days { 5 Saturdays } Birth Stone: Garnet
{ 5 Sundays } Birth Flower: Carnation

Day of Month	Day of Week	EVENTS
1	Fr	New Year's Day. Try out this resolution: Resolved not to make a sale without a reasonable profit, and no more free deals or extra discounts! And that goes for all of 1932!
2	Sa	Annual inventories should be under way or completed.
3	S
4	M	Monthly meeting Candy Production Club of Chicago, Chicago, Ill.
5	Tu	Easter comes early this year (March 27). Easter goods should be ready for delivery latter part of February.
6	W	Monthly meeting Retail Confectioners' Association of Philadelphia, Elks Hotel, Philadelphia, Pa. Meetings Colorado Zone Confectioners' Association held each Wednesday at Oxford Hotel, Denver, Colorado.
7	Th	Monthly meeting Westchester Candy Jobbers' Association, Yonkers, N. Y.
8	Fr	Utah Manufacturers' Association, (Weekly, each Friday at Noon), Chamber of Commerce, Salt Lake City, Utah.
9	Sa	Monthly meeting Wolverine Candy Club, Hotel Norton, Detroit, Mich.
10	S	Have you had your equipment overhauled? Now's the time; don't delay.
11	M	GEO. Washington and Abe Lincoln both have birthdays next month. No doubt your special packages and novelties are ready for delivery!
12	Tu	Monthly meeting Confectioners' Buying Association, Chicago, Ill.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago, Ill.
13	W	Monthly meeting Baltimore Candy Manufacturers' Association, Emerson Hotel, Baltimore, Md.
14	Th
15	Fr	Annual Luncheon Meeting, Eastern Confectioners' Traffic Bureau, N. Y. C. (Tentative only; may be held Jan. 21 or early Feb.)
16	Sa
17	S	Just two months to St. Patrick's Day. A good day for novelties.
18	M
19	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia, Pa.—Robt. E. Lee's Birthday. Celebrated in many Southern States.
20	W And don't forget Mother's Day!
21	Th	Monthly meeting Utah Confectioners' Association, Salt Lake City, Utah. Monthly meeting New York Candy Club, Hotel McAlpin, New York City.
22	Fr	Graduations galore for the next four or five weeks. Candy makes a nice graduation gift.
23	Sa	Annual dinner and dance, Candy Jobbers' Salesmen of New York, Broadway Central Hotel, New York City.
24	S
25	M	International Heating & Ventilating Exposition, Cleveland, Ohio, Jan. 25 to 29, incl. Annual Convention, Western Confectioners' Association, Coronado Hotel, San Diego, California, Jan. 25 to 28 incl. Monthly meeting Candy Executives & Associated Industries Club, New York City.
26	Tu	Monthly meeting, New York Candy Square Club, Hotel McAlpin, New York City.
27	W	Monthly meeting Association of Manufacturers of Confectionery & Chocolate of State of N. Y., Hotel Pennsylvania, New York City. Last day W. C. A. meeting.
28	Th	Closing day of I. H. & V. Exposition.
29	Fr	Valentine's Day goods should be shipped in readiness for early display.
30	Sa
31	S

FEBRUARY

2nd Month
29 days { 4 Saturdays } { 4 Sundays } Birth Stone: Amethyst Birth Flower: Primrose

Day of Month	Day of Week	EVENTS
1	M	Monthly meeting Candy Production Club of Chicago, Chicago, Ill.
2	Tu	Annual Banquet Retail Confectioners' Association of Philadelphia, Inc., Scottish Rite Hall, Philadelphia, Pa.
3	W	Meetings Colorado Confectioners' Association held each Wednesday at Oxford Hotel, Denver, Colorado.
4	Th	Monthly meeting Westchester Candy Jobbers' Association, Yonkers, N. Y.
5	Fr	Utah Manufacturers' Association (weekly, each Friday at noon), Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
6	Sa	Start planning now for a good line of Summer candies and assortments. 55th Annual dance, Confectioners' Benevolent Association of Chicago, Chicago, Ill.
7	S
8	M	Made your plans for next Thanksgiving and Christmas lines? Better get busy; don't be a pessimist!
9	Tu	Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago, Ill.—Monthly meeting Confectioners' Buying Association, Inc., 17-19 E. Austin Ave., Chicago, Ill.
10	W	Monthly meeting Manufacturing Confectioners of Baltimore City, Baltimore, Md.
11	Th
12	Fr	Lincoln's Birthday (not observed in all states).
13	Sa	Hope you're prepared for a big G. Washington celebration. It is the 200th anniversary of his birth this year; celebration will be nation-wide in scope and will be carried over until after Thanksgiving.
14	S	St. Valentine's Day. A good day for candy.
15	M
16	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia, Pa.
17	W
18	Th	Monthly meeting Utah-Idaho Zone Western Confectioners' Association, Salt Lake City, Utah.—Monthly meeting New York Candy Club, Hotel McAlpin, New York City.
19	Fr
20	Sa	Well, now for a short holiday!
21	S
22	M	200th Anniversary of Washington's Birthday (observed in all states).—Monthly meeting Candy Executives' and Associated Industries Club, 71 W. 23rd St., New York City.
23	Tu	Monthly meeting New York Candy Square Club, Hotel McAlpin, New York City.
24	W
25	Th	Monthly meeting Association of Manufacturers of Confectionery and Chocolate of State of N. Y., Hotel Pennsylvania, New York City.
26	Fr
27	Sa
28	S
29	M	Oh, oh! It's Leap Year; the extra day proves it.

Alibis No More



Don't accept excuses without analyzing them; a little head work will invariably batter down the best of them. Persistence will get the order.

"**H**OW can we increase our business in 1932? This question is now foremost in the minds of candy salesmen, representing both the jobbers and manufacturers the country over.

During the closing weeks of 1931 and the opening of the present year, we have been discussing the ways and means with the salesmen and distributors connected with our organization and we have decided that there are only three principal ways through which their business can be increased during the coming year. Here they are:

1. Sell the old customers more merchandise. (Of course it should pay a good margin of profit to both the customer and your house.)
2. Open up new accounts.
3. Offer them quality merchandise that will meet with consumer approval and which will make the public want to eat more candy.

But in order to do a good selling job and pile up an increased business for the year the successful salesman will check up on himself to make sure that his selling methods are right. In my twenty-five years of experience with candy salesmen, I have found that even the best of us have faults that stand in the way of further success. We can't remedy them, however, if we don't know what they are. But if we know them and don't remedy them, then we are to blame for our failure.

There are likewise three common faults among the salesmen who are not accomplishing things up to the extent that they really can. It is an encouraging fact, however, that each of them can be corrected if one will analyze his habits and methods and modify them accordingly. These suggestions are passed on to

you not with the idea of criticizing all candy salesmen in general, but for the constructive good that may be obtained from such a discussion.

Don't Accept Excuses

Accepting excuses without analyzing them and showing the prospective buyer that his excuses are wrong.—Perhaps the biggest mistake most salesmen make is in accepting what the prospective buyer has told him as a FACT. I find that 99 out of every 100 excuses given by a salesman for not getting his ideas over are based on statements the salesman has accepted from the buyer as being facts. Take my own sales organization. When I question them for falling down on certain items or certain accounts, whichever the case may be, and we analyze the situation together we find that they have accepted excuses without a comeback. As a rule, if each salesman would analyze the prospective buyer's excuses he would find that the excuses could be shot full of holes. We stress this constantly.

Here is an example of one instance in which a jobber's excuse was taken as a fact by a salesman and later, by proper handling, was overcome—resulting in a good-sized order.

In going over our accounts, one of our good salesmen was asked why he did not sell this particular jobber certain new items that we had recently brought out. The jobber gave the excuse that he wasn't trying to sell anything and was only trying to collect bills that were 60, 90, and 120 days old. So I asked the salesman, "Then is that the reason why you were unable to sell him those items?" He admitted that it was. For the time being I said

nothing more about it, but arranged to go with the salesman to see this jobber.

When we called on the jobber I asked him why he did not order these good selling items, for, I explained, he could clean up with them. He gave me the same excuses he had given the salesman. But instead of accepting what he said as being a fact, I told the jobber that he was doing perfectly right. "We certainly advise you to collect all these old accounts that have been owing you for 60 to 90 to 120 days before endeavoring to sell them very much," I said. "But if you are trying to tell me that all your accounts are in that condition, then I would suggest that the only thing for you to do is to put the key in the front door and lock it and put up a sign saying that you could not operate a jobbing business under those conditions."

Of course, he immediately admitted that they were not all that way and that he had accounts that were paying their bills and to which he could sell merchandise. Then I told him that soon they all would be that way unless he bought some new, good, live merchandise for these dealers so they could have something to offer the consuming public that was different and attractive and that would tempt them to let loose of their money.

The jobber then realized I was right—that the fact that he had some accounts that were not paying was not a logical excuse for not buying new, good, live items that would stimulate his business with the customers that were paying their bills. He finally saw that he owed it to them to assist them in their business by keeping them supplied with live merchandise. The result was that soon after this in-

An interview with one industry
Sales Managers, member of

Accepted

uch invariably the sale can
this ... and he
cautions his salesmen how

ith one industry's most successful
gers, member of the M. C. Staff



Usually, if the salesman will study his customer and himself, he will discover some method of presentation which will ultimately bring success.

terview he was ready to give us an order.

I find that most excuses of salesmen are as illogical as the one offered by this jobber. When the salesman accepts excuses of this kind he does himself and his jobber an injustice. The jobber in turn does his dealers an injustice.

I have never found any excuses given by the salesmen that can't be logically accepted. Here are some examples of excuses given by the retailer to the jobber's salesmen. Each of these can be met by sound reasoning. Many other instances could be related, but these will show you how by proper analyzing the sales resistance you can logically answer the retailer's excuses.

"We can't sell 10c bulk packages."—The excuse that the retailer can't sell a 10c bulk package item is not sound. We cite him the fact that the 10c stores sell more candy than any merchants in the United States and they sell in the 10c unit. Consequently, 10c units of candy must be selling. Thus the excuse against these items is not logical, although many salesmen are stumped by such arguments.

"Consumers aren't buying candy because they haven't the money."—Some say that the consumer isn't buying candy because he hasn't the money to buy it. It is true that at the present time when many are out of work or not working full time the consumer is buying necessities and is holding onto what he has left over. Now, in order for you to get him to spend this money you must tempt him, and the way to tempt him is by more attractive massive display and by new items that will tempt him to spend his spare change.

"Consigned merchandise is

hard to combat."—Salesmen think that merchandise placed on consignment is a hard thing to combat. We feel that this is easy, if you call the dealer's attention to the fact that most salesmen, jobbers, and manufacturers would not consign merchandise if they could sell it. The dealer who permits salesmen to camouflage him by consigning merchandise that he otherwise would not buy is doing himself an injustice, because when he permits his customers to buy goods that he has placed on his counters just because it is consigned he runs the risk of losing business. If the consumers are not satisfied they will not blame the manufacturer or the salesmen that consigned it but will blame the dealer who sold it to them. They may not come back and tell the dealer that the merchandise is not good, but they do not return for more candy in that store. It is thus an easy matter for the salesman to meet this kind of competition.

Don't Give Up

When failing to sell the prospective buyer, most salesmen give up too soon.—This is a common fault of candy salesmen. Often their trouble in not getting the business of a given buyer lies in their giving up after making a number of fruitless calls. There may be many reasons why the salesman does not get the orders he goes after, but usually if he studies his prospective customer and himself he will find that by changing his angle of presentation according to the individual case, and by repeated calls, he will meet with success.

One of our salesmen had been calling on a customer for a year-and-a-half without an order, and at length decided he would stop calling on him. I discussed the matter

with the salesman and told him that if he went into that town without calling on that customer he would be fired. The salesman did some serious thinking, and the next time he went there he got a beautiful order. This is an example of the reward of persistence and changing the angle of presentation. In other words, it is giving the same dose in a different colored pill.

Our policy is never to give up. If a sample doesn't click with a buyer one time, or several times, we change our method of presenting it and go back. Sometimes we have submitted samples to large buying organizations 15 times before getting an order.

Order Taking Isn't Selling

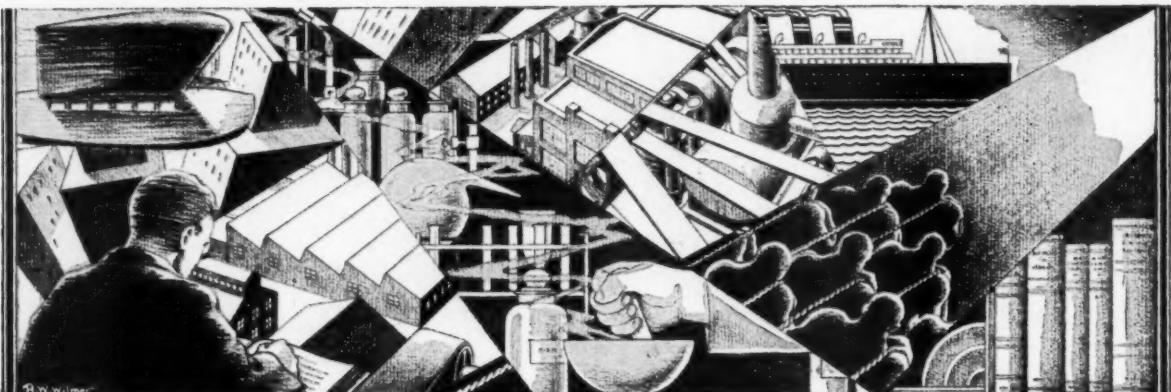
The third fault of many salesmen is that they merely take orders, without selling the merchant anything. How can a salesman ever expect to increase his business or his earning power if he depends upon order-taking—without selling his dealers additional merchandise which they should carry? It is a well known fact that the salesman can double his business if he gives attention to aggressive selling besides taking orders for what is requested.

The retailer likes to have the salesman call on him who shows him new items and sells him goods that will increase his profits. This type of salesman stands out in the eyes of the retailer because of his valuable assistance in selecting merchandise. The customer wants to give him more business than to the salesman who just takes orders.

Merchandising Service

Supplement selling with merchandising education.—The suc-

(Continued on page 51)



Monthly Digest of CURRENT TECHNICAL LITERATURE

Production of Candied and Glacéed Apricots



By S. Blumenthal
and L. Thuror. *The
Fruit Products Jour-
nal*, vol. 9, p. 372.

THE preparation of glacéed and candied apricots is somewhat different from that of pineapples and cherries. Dried fruit (usually sulfured) and canned apricots in halves are customarily used. After preliminary processing, the candying process is started by placing the fruit in a hot syrup of 20° Baumé strength and then concentrating the syrup on successive days to 22, 26, 28, 30 and 32° Baumé after which a weight of corn syrup equal to 10 to 15% of the weight of the sugar is added to retard crystallization.

Dried apricots require special treatment to prevent them from becoming mushy during processing. They are covered with cold water, then brought slowly to a boil and cooked until tender. The water is drained off and the fruit is covered with fresh cold water which, after $\frac{1}{2}$ hr., is replaced with a 30° Baumé syrup containing a little cream of tartar. After cooking to 36° Baumé (hot) the fruit is drained and the candied pulp is moulded into various shapes and rolled in granulated sugar or used for stuffing other fruits.

Canned apricots in halves, packed in simple syrup, are used primarily for glazing work. The fruit is drained and immediately covered with hot syrup. At no time, except during the last cooking, should fruit and syrup be cooked together. This method will save great loss. Corn syrup is added finally to prevent crystallization and after curing the apricots are ready for the glacé process. A typical analysis of candied apricots is as follows: Water 12.5%, protein 0.50%, fat 0.20%, carbohydrates 86.10%, ash (inorganic salts) 0.60%, crude fiber 0.10%.

Value of Chocolate in the Diet



By Dr. Waldow.
*Office International
des Fabricants de
Chocolat et de Cacao*,
Oct., 1931, p. 355.

A ONE-SIDED diet causes digestive troubles. Chocolate is a very suitable means of obtaining the required variation in diet. Its protein content is such that it can be substituted readily for part of the meat and it can also furnish part of the required quantity of fats and carbohydrates. The theobromin, vitamins and salts which it contains are also valuable additions to the diet.

New Fumigants for De- stroying Insect Pests in Foodstuffs



By R. C. Roark.
Food Industries, vol.
3, p. 398.

OF more than 300 chemical compounds tested by the U. S. Dept. of Agriculture the following have given the most promising results in commercial fumigation: Ethylene dichloride mixed with carbon tetrachloride, ethylene oxide, and ethyl formate. All insects were killed in tests which were made with a mixture of ethylene dichloride and carbon tetrachloride, but fat-containing products such as chocolate and walnut meats had an unpalatable taste due to absorption of the fumigant. From one to eight days airing was necessary before these products became edible. Many of the proprietary fumigants now on the market are mixtures of ethylene dichloride and carbon tetrachloride.

About four years ago the packers of dried raisins began the use of ethyl formate for fumigating cartons of raisins. The vapor of ethyl formate is effective in killing all forms of insect life infesting the raisins and no odor or toxic residue is left in the product.

Ethylene oxide is the most prom-

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ising of the new fumigants. The addition of $7\frac{1}{2}$ parts by weight of carbon dioxide to 1 part of ethylene oxide removes all fire hazard. A mixture of 9 parts of liquid carbon dioxide and 1 part liquid ethylene oxide is now commercially available in cylinders under the name "Carboxide." Ethylene oxide, alone or mixed with carbon dioxide, either in a vacuum tank or in an atmospheric vault has proved highly effective in killing insects in nut meats. The inhalation of small quantities of ethylene oxide vapor is not harmful to the operator.

Federal Specification for Candy



Federal Standard Stock Catalogue, Section IV (Part 5).

THIS specification is for the use of the Federal Departments and independent establishments of the government in purchasing candy (for instance, for use of the army, navy, marine corps, etc.). The specification covers candy of the following types: (a) chocolates, creams or assorted; (b) bonbons, assorted; (c) hard candy, lemon drops; (d) sugar candy, stick or cut stick.

The candy is to be "made from a saccharine substance or substances, with or without the addition of harmless coloring, flavoring, or filling materials, and shall contain no mineral substances or poisonous color or flavor." The chocolates, creams or assorted, are to run approximately 35 to 40 pieces to the pound and, when assorted, are to contain not less than eight varieties of centers.

The hard candy, lemon drops, are to be flavored with pure lemon oil and are to contain not to exceed 2% of citric acid. The sugar candy, stick or cut stick, when of assorted flavors, is to consist of not less than 50% of peppermint-flavored candy, the balance to be of not less than six flavors, equally assorted. Chocolate candy to be delivered in the tropics is to have each piece individually wrapped in waxed paper or tin foil or a combination of the two.

Cocoa Butter



*By H. P. Kaufmann,
Chemische Umschau
auf dem Gebiete der
Fette, Oele, Wachse,
und Harze, vol. 37, p.
305.*

THE author discusses the relative advantages and disadvantages of the pressing and solvent extraction methods for producing cocoa butter. There is practically no difference in the nutritive value of cocoa butters produced by the two methods, so far as value in calories is concerned, but the pressed butter is greatly superior from standpoint of flavor and particularly aroma; there is also a difference in lipochrome (color) content.

The fat extracted by solvents is usually obtained from cocoa shells, although cocoa beans which are damaged or otherwise unsuitable for pressing are sometimes used. Cocoa butter produced by the solvent extraction method is deficient in aroma even when obtained from whole, sound beans and, when made from damaged beans, is even more deficient in aroma and flavor.

Chewing Gum Consumption Increases



"General Information on Chewing Gum," Foodstuffs Division, Bureau of Foreign and Domestic Commerce, U. S. Dept. Commerce.

THE factory value of the chewing gum produced in 1929 was about \$60,000,000 and the retail value of that sold in the U. S. was about \$114,000,000. The per capita consumption of chewing gum in the U. S. is now over 100 sticks per year which is about three times the consumption for 1914.

Candy-coated gum is the most popular for export because of its superior keeping quality which is quite important in tropical climates. It has been found that candy coating promotes the sale of chewing gum in countries where it is newly introduced. Chewing gum contains 50 to 70% of sugar and the U. S. production of 93,600,000 lbs. of chewing gum in 1929 consumed over 50,000,000 lbs. of sugar.

The basic ingredient in chewing gum is chicle, obtained by coagulating the latex of the sapota tree, a native of Central America. Gelutong, a gum from British Malaya is sometimes mixed with chicle. The most popular flavors, peppermint and spearmint, are produced in the U. S. Wintergreen is either the natural oil from North Carolina or a synthetic preparation.

A typical chewing gum formula is: Gum chicle, $3\frac{1}{2}$ lbs.; balsam tolu, 2 ozs.; sugar, 12 lbs.; flavor. Another formula is: Chicle 14%, chicle substitute 14%, caramel paste 1%, corn syrup 14%, powdered sugar (XXXX) 57%, flavor. Skill is required in mixing the ingredients and the corn syrup, caramel paste, sugar and flavor must be added to the melted gum in definite order with the temperature of the mixture at about 250° F.

Growing and Packing Dates in California and Arizona



*By Earl D. Stewart,
Food Industries, vol.
3, p. 392.*

NARLY three million pounds of dates grown in Calif. and Arizona appeared on the market following the 1930 harvest. Compared with our imports of 58,841,000 lbs. of this fruit in 1928, this production seems small; however, the majority of the date palms in the U. S. are not yet in commercial bearing. The 1930 crop came from about 20% of the palms now planted and even if the acreage in dates is not extended, which seems unlikely, in ten years or so there will be ten to fifteen million lbs. of domestic dates available annually to consumers and to the food industries using them in confectionery and baked goods.

About 10 varieties of dates are now grown in the U. S. One variety, Deglet Noor, that originated in Algeria and is the principal variety grown in northern Africa, furnishes about 75% of the U. S. crop. Although Deglet Noor dates are very rich in sugar, the sugar content is not high enough to prevent the growth of bacteria and moulds under ordinary storage conditions and temperatures.

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Better Business Will Reward Better Selling

An address by C. Ray Franklin
Retiring President of the W. C. S. A.



WE are banded together under a common cause, members of one of the country's greatest industries. We all are proud of the business we are engaged in. Most of us have reached the divide on life's highway, some have started to descend the Western Slope, but the desire for greater success smolders in the breasts of all alike.

During the past year, "as a result of the World War," the world has undergone an economic depression unlike any ever experienced before. History teaches us that periods of prosperity have always been followed by periods of depression, but this economic law was overlooked by most of us during our recent prosperity. This is not only true of salesmen, but manufacturers and jobbers as well. Manufacturers enlarged their plants and added equipment; many new plants were opened throughout the country. Jobbing houses were opened in practically every county seat town throughout the land, and many established jobbers opened branches, all apparently unmindful of the tremendous added output of candy and outlets of distribution. It is not, then, so surprising after all to find our industry during the past year out of step in point of production and consumption.

Price Discriminations Should Not Favor Chains Against Independents

THE volume of business this year in candy has fallen far below that of last as far as the jobbers' sales are concerned, if the territory I cover is a fair example of the country at large. If when the year's figures

are available we find the volume up to last year, then it is my opinion the volume was sold through Chain store outlets, which are outlets that probably not many of our members solicit.

There is no question but what the Chain Store is an important factor in the distribution of candy. They handle a varied line of merchandise, well displayed, including a large variety of candy. The low prices quoted on all items attract the consumer, especially during times of depression, with the result that large quantities of candy are sold. The Chain Store has a perfect right to operate, and I have had a number of manufacturers tell me they needed the Chain Store volume to operate profitably, but from the standpoint of the average candy salesman they are a detriment. Very little, if any, candy sold by the Chain Store goes through the jobber. *A great many items are sold to the consumer at a price as low, or lower, than that paid by the jobber. This as I see it is discrimination against the independent merchant.*

The jobber, in making an effort to supply the independent merchant at a price so he can compete to some degree with the Chain, sacrifices through cut prices such a big per cent of his profit that in time he is unable to pay his bills and consequently goes by the way. During all this time the Chain continues to pour out volumes of candy at jobbing, or practically jobbing prices, to the consumer, taking his money that otherwise on an equal basis might have been divided with the independent merchant, who is the outlet for the jobbers whom we sell. Our sales decrease accordingly and our earnings, likewise, and our fac-

tories cannot understand why we are unable to increase our sales.

If all chains were sold on a basis whereby the independent merchant could compete with them I am quite sure a great many territories would show improvement in sales, and a great many salesmen would earn a few extra dollars. How many times have you heard the following remark:

"If the independent merchant was a merchant instead of a storekeeper he could compete with the chain. I agree, many are storekeepers, but I also believe the chains do not contain all the brains in the country, and if all were sold on an equal basis it would not greatly surprise me if some of our present chains might some day be found among the storekeepers."

Futility of Trying to Force Consumption by Price Cutting

I WILL not attempt to offer a solution to the problems confronting the industry, neither will I attempt to instruct any member here in salesmanship, but I do wish to refer to a few problems, as I see them, that we as salesmen should be interested in.

First, we as candy salesmen are helping to a very great degree in restoring normalcy throughout the country. Through our united efforts factories have remained open, employing thousands of working men and women who are thus enabled to support themselves and others dependent upon them. This one thought alone should fill us with enthusiasm and prompt us to continue our best efforts at all times.

We as salesmen should, I think, whenever it is possible, bring to the attention of our principals the fuli-

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ity of trying to force consumption through price cutting. The factories of the country have been, as a whole, badly in need of business the past year, and as a result prices have been cut to the core in an endeavor to tempt the jobbers to place their orders. But you cannot force consumption to any great degree. Irrespective of the price you offer the jobber or retailer he is not interested until the consumer demand has reduced his stock. And purchasing goods at cost, or less than cost, does not interest the consumer if he is financially unable to satisfy his craving,—which has been the prevailing condition throughout the country the past year.

Is it not better to restrict production, reduce overhead, or whatever is necessary, and sell goods at a profit rather than to continue to pour out goods and of necessity sell at cost or less? Factories cannot exist without a profit and if they fail to make money so do we salesmen.

Salesmen Can Reduce Return Goods Evil

THE returned goods evil is another evil confronting the industry which I think merits our attention. I believe that the major per cent of returned goods is due to the salesmen. I have the profoundest respect in the world for the candy salesmen, but we are not perfect, and just criticism never hurt any one. We of necessity must sell candy, but we should not lose sight of the fact that our commissions are not clear profit to us until our goods are consumed. All returned goods are deductible from our commissions and are a heavy loss to our principals. It is dangerous to sell unseasonable items guaranteeing the same, or through pressure secure an order only through guaranteed sale—which makes it easy for the jobber to place the case upon arrival under some counter until he disposes of goods he is required to pay for, thus permitting our goods to become unsalable. As they are guaranteed, you thereby lose your commissions and your factory loses the profit on several cases. It also furnishes a hardship on the boys following you who sell on a legitimate basis.

Stand for Quality

I BELIEVE we as members of the Western Confectionery Salesmen's Association should represent

only reputable concerns. All candy of inferior quality, or on a scheme or free deal basis, where quality is secondary, has a tendency to reduce the consumption of candy and thereby reduce our incomes.

We should, I believe, do all we can to discourage the sale of foreign made candy at this time; more especially any that may be offered to the consumer directly, thereby eliminating the merchant who helps support the country through taxes.

HIGHLIGHTS of the recent 17th Annual Convention of the Western Confectionery Association held in Chicago, December 15 to 17 are the following:

1. Endorsement of the slogan "Made in U. S. A. Under Sanitary Conditions" with the request that manufacturers use it on all containers of candy as a means of educating the public toward preference for American made candy as against the excessive imports from Russia which are said to be flooding our markets.

2. Resolution protesting against any tax being placed on confectionery by Congress in its Revenue Bill being drafted. The convention authorized and instructed its officers to co-operate with the National Confectioners' Association in taking the proper action representing the membership of the W. C. S. A. in convention assembled.

3. Election as President, Lon Bencini, Chicago Manager of Planters' Nut & Chocolate Company, and reelection of Geo. E. Burleson, Secretary.

4. A constructive talk on more profitable merchandising by salesmen, jobbers, and manufacturers, made by retiring President C. Ray Franklin of Kansas City.

More Selectivity of Jobbers Is Urgent

I ALSO believe we should encourage our principals to more selectivity with reference to jobbers, and while on this subject I wish to say that a great many of us salesmen are probably as guilty, or even more so than the manufacturers, in selling a type of jobber that has come into existence the past few years, and which is a menace to the industry. I refer to the small "bed-room" type jobber, who maintains no stock room or place of busi-

ness, keeping his stock in the bedroom or cellar, with no overhead, and who sells at any price above cost so that his day's sales net him a fair day's wages, taking into consideration no overhead. This type of jobber, whom it is necessary to locate with a lantern, seldom makes progress and usually in time fails, causing the factories a loss, as well as the salesmen.

If more effort were spent on the real jobbers, and the salesmen and manufacturers would refuse to sell only legitimate jobbers maintaining stocks and doing business on a business-like basis, all would profit more. There is only so much candy sold so why not sell it through ethical channels?

The overcrowded conditions of the jobbing field have been greatly relieved during the past year, and will continue to be further reduced, due to the fact that almost universally they have been operating on a strictly price basis. All business ethics have been forgotten (if they were ever known) and price is their lord and master, and unless some *real ethical service jobbers*, who can still sell an item from a merit standpoint are *preserved*, the factories and we salesmen will be in dire need of some outlets for our wares.

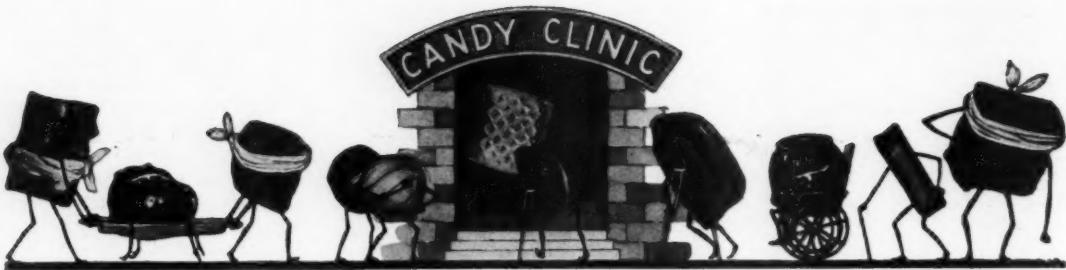
In a few days the year 1931 and the depression will have passed; 1932 and business is just around the corner. We as members of the Western Confectionery Salesmen's Association should be ready to greet it with a smile, and throughout the year work with determination, ever mindful of our slogan, "Service, Stability, and Efficiency."

New W. C. S. A. Officers

WHILE the election of officers at first looked as though it would be a close race, it developed into an easy victory for the incumbents when W. D. Durgin, Detroit, withdrew his name as opposing candidate for presidency, and Charles Schweik, Chicago, withdrew in favor of his teammate running for First Vice-President. The ballot results are as follows:

President, Lon Bencini, Chicago, of Planters Nut & Chocolate Co.; First Vice-President, Geo. J. Heiser, Atlantic City, American Caramel Co.; Second Vice-President, Edward L. Nixon, Chicago, Borden's Malted Milk Co.; Secretary-Treas-

(Continued on page 47)



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month a number of samples of representative candies are picked up at random. This month it is holiday assortments, salted nuts and cherries; next month it will be assortments selling at a dollar or less. Each sample represents a bona-fide purchase in the retail market, so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Holiday Assortments

Code 1A 32

Assorted Chocolates—5 lbs.—89c
(Purchased at a candy stand in New York City.)

Appearance of Box: Good for this priced goods.
Box: Holiday wrapper, full telescope.
Appearance of Box on Opening: Fair; goods crushed on one end of the box; packing too loose. Box contained assorted chocolates, pure apple slice in center, four red and white foiled pieces and ten pecan top pieces.

Chocolate Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Machine-made; fair.
Taste: Fair.

Centers—
Caramels: Tasted as though scrap had been used.
Texture: Good.
Creams: Texture: Good.
Flavors: Hardly any could be tasted.
Taffies: Entirely too hard and tasteless.

Assortment: About 85% creams.
Remarks: Of course this type of candy will never get very far and certainly will not help the house for repeat business.

Code 1B 32

Assorted Chocolates—2½ lbs.—50c

(Purchased from a street vendor in Brooklyn, N. Y.)

Appearance of Package: Bad; Cellophane window broken and chocolates all disarranged. Very poor looking.

Box: Holly design wrapper; full telescope; large oval window of Cellophane; two layers. Four red foiled pieces on top layer. Four split blanched almond top pieces.

Chocolate Coating: Dark.
Color: Good.
Gloss: Fair.
Strings: Machine-made; fair.
Taste: Fair.

Box contained about 90% cream centers and 10% hard taffy centers.

Cream Centers: Texture: Tough.
Colors: Entirely too deep.
Flavors: Poor; hardly any used.
Taffies: Texture: Too hard.
Flavors: None could be tasted.

Remarks: This was about the poorest box of chocolates examined by the Clinic this year. Far better chocolates are being sold at the same price. A good line of chocolates can be turned out (at the present price of raw materials) at the price these candies were sold for.

Code 1C 32 Assorted Chocolates—5 lbs.—\$1.29

(Purchased in a chain cigar store in Boston, Mass.)

Appearance of Box: Good for this priced goods.
Box: Holiday top, full telescope; tied with red ribbonzine.

Appearance of Box on Opening: Good.

Chocolate Coatings: Milk and dark.
Coatings:
Color: Good.
Gloss: Good.
Strings: Good.

Taste: Good for this priced goods.

Centers:
Cocoanut Paste: Good.
Fruit Cake: Good.
Nougat: Good.
Jellies: Good.
Creams: Good.
Peanut Clusters: Good.
Caramels: Good.
Assortment: Good.

Remarks: This box of Holiday chocolates was the best examined by the Clinic this year. The coatings were good; the candy was well made; the creams were of good texture and flavor. All pieces were cupped and the packing was well done.

The clerk who sold the box did not know the manufacturer's name—it did not appear on the box. If you wish to avoid trouble, always put your name on your merchandise.

Code 1D 32

Assorted Chocolates—5 lbs.—\$1.29

(Purchased in a chain drug store in Boston, Mass.)

Appearance of Package: Good for this priced goods.

Box: Holiday top, full telescope; tied on both ends with red ribbonzine.

Appearance of Box on Opening: Good.
Chocolate Coating: Milk and dark.

Milk Coating—
Color: Good.
Gloss: Fair.
Strings: Machine-made; fair.
Taste: Poor.
Centers—
Nougat: Texture: Good.
Flavor: Fair.

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Caramels: Texture: Entirely too hard.

Flavor: Fair.

Creams: Texture: Good.

Flavors: Fair.

Jellies: Texture: Good.

Flavor: Fair.

Dark Chocolate—

Color: Good.

Gloss: Good.

Strings: Machine-made; fair.

Taste: Fair.

Centers—

Caramels: Texture: Entirely too hard.

Flavor: Fair.

Jellies: Texture: Good.

Flavor: Fair.

Creams: Texture: Good.

Flavors: Fair.

Assortment: Entirely too small.

Remarks: These chocolates were of the cheapest grade. The coatings were tasteless. At the price of \$1.29 for 5 lbs. one might expect a much better quality. Very fine bulk goods can be bought for \$1.00 per box of 5 lbs. These chocolates are in the class of pail goods, which can be bought for 8 or 9 cents a pound.

Code 1E 32

**Assorted Chocolates—2½ lbs.—
70c**

(Purchased in a chain drug store in Boston, Mass.)

Appearance of Package: Good.

Box: Full telescope; tied on ends with ribbonzine. Red wrapper of transparent cellulose.

Appearance of Package on Opening: Good. All pieces cupped and in place. One line of silver foiled pieces.

Chocolate Coating: Dark.

Color: Good.

Gloss: Good.

Strings: Good; plain.

Taste: Good.

Centers—

Creams: Texture: Good.

Flavors: Fair.

Colors: Good.

Caramels: Entirely too hard.

Nougats: Good.

Box contained about 90% creams, 5% caramels and 5% nougatines.

Assortment: Too small.

Remarks: The quality of the candy was not up to the standard for this priced goods. Assortment was entirely too small. Packing was good

(Continued on page 51)

Eric Lehman on

Holiday Candies

*F*n past years the low priced two and one-half, three and five pound holiday boxes were very popular and sold readily. This year few boxes of this type were to be seen. Much more in evidence were the regular packages with special holiday wrappers or bands to give them the necessary seasonal appearance. Naturally the small retail stores pushed these packages because, after the holidays, all they had to do was remove the outer wrap and put the package back with their regular stock.

About the only stores displaying the special holiday boxes were the chain and department stores. The fact that so few of these candies were in evidence is an indication that the public is demanding better quality, while refusing to purchase inferior candy. This is a "blessing in disguise" for the candy business!

In speaking to some of the retail dealers, it was generally indicated that there was little demand for any package of more than two pounds. The purchasers apparently preferred good quality and less candy. A two or two and one-half pound box to

retail around 79¢ to \$1.00 seemed to be the most readily salable from the retailer's standpoint. At this price a fairly attractive box of candy can be put up containing candy of good quality.

The five and ten cent stores pushed hard candy this year more than ever. It is quite evident why they did this when one considers the prices at which hard candies were being sold by the manufacturers. The five and tens could make a far better profit on these than on any chocolate coated goods they might sell.

Now, for a disparaging word or two concerning the holiday boxes examined by the Clinic this month. With one or two exceptions, these packages contained chocolates of the rankest kind. No thought was given to the quality, to the packing or the box; anything seemed to go. It is certain no manufacturer putting out a product of this kind will be benefited by it. With flavorless centers and poor coatings, is it any wonder the public, having made similar purchases in previous years, is avoiding them now?



Salted Nuts and Chewies

Code Aa 32

Salted Pistachio Nuts—(No weight)—10c

(Purchased in Chicago, Ill.)

Appearance of Package: Good. Transparent cellulose bag with blue seal.

Roast of Nuts: Good.

Salt: Good.

Texture: Good.

Taste: Good.

Remarks: These pistachio nuts were very good, but a little high priced.

Code Bb 32

Chocolate Panned Nut Taffy Almonds—1 lb.—\$1.00

(Purchased in a department store in Milwaukee, Wis.)

Appearance of Candy: Good.

This piece is made up of a hard candy almond taffy panned with chocolate coating.

Chocolate Coating: Good.

Finish: Good.

Center—

Texture: Good.

Taste: Good.

Remarks: These almonds are very well made and of good quality but a little high priced at \$1.00 per pound.

Code Cc 32

Almond Caramel Bar—2 ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Printed glassine wrapper used.

Bar is made up of almond caramel dipped in milk chocolate.

Milk Chocolate Coating: Good.

Center of Caramel—

Texture: Good.

Flavor: Good.

Remarks: This is a good eating caramel bar.

Code Dd 32

Jumbo Peanuts—No weight—5c

(Purchased in Chicago, Ill.)

Appearance of Package: Good. White printed glassine bag used.

Roast of Nuts: Fair.

Salt: Good.

Texture: Fair.

Flavor: Fair.

Remarks: Nuts not roasted sufficiently, some were almost raw. Nuts were not brittle and contained considerable amount of small peanuts.

Code Ee 32

Salted Almonds—(No weight)—

10c

(Purchased in Chicago, Ill.)

Appearance of Package: Fair. Glassine bag used.

Roast of Nuts: Good.

Salt: Hardly any.

Texture: Good.

Taste: Fair.

Remarks: Nuts need more salt; this would improve their taste.

Code Ff 32

Assorted Salted Nuts—½ lb.—49c

(Purchased: No information.)

These salted nuts are sold in bulk.

Roast of Nuts: Good.

Salt: Good.

Texture: Good.

Assortment: Almonds, pecans, cashews, brazils, filberts and pistachios. Many broken pieces; pecans small; hardly any almonds.

Remarks: This assortment of nuts is not up to standard for \$1.00 a pound salted nuts.

Code Gg 32

Molasses Bar—5c

(Purchased in manufacturer's retail store in New York City.)

Appearance of Bar: Good. Light brown wax paper wrapper.

Size of Bar: Good.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating molasses candy.

Code Hh 32

Molasses Kisses—9 pieces—5c

(Purchased in manufacturer's retail store in New York City.)

Color: Good.

Texture: Entirely too hard.

Taste: Peppermint flavored; fair.

Remarks: These kisses are high priced and are not up to standard.

Code Ii 32

Chocolate Molasses Plantation— 1 lb.—19c

(Purchased in manufacturer's retail store in New York City.)

Sold in the bulk.

Chocolate Coating: Good for this priced goods.

Center: Molasses.

Texture: Good.

Taste: Hardly any molasses could be tasted.

Remarks: At the price of 19c per pound no criticism can be offered.

Code Jj 32

Assorted Chews—1 lb.—50c

(Purchased in manufacturer's retail store in New York City.)

Chocolate Covered—

Caramels: Good.

Nougatines: Good.

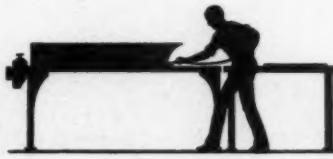
Molasses Plantation: Good.

Molasses Chips: Good.

Wrapped Caramels: Good taste; partly glazed.

Taffees: Good.

Remarks: This is good candy at 50c per pound.



Code Kk 32

Salted Jumbo Peanuts—(No weight)—10c

(Purchased in a drug store in New York City)

Peanuts sold in a printed glassine bag.

Roast of Nuts: Too dark.

Salt: Fair, not enough.

Texture: Good.

Taste: Burnt.

Remarks: These peanuts are not up to standard; also they are high priced at 10c.

Code Ll 32

Assorted Salted Nuts—8 ozs.—80c

(Purchased in a drug store in Boston, Mass.)

Appearance of Package: Good.

Box: Tin, printed in brown and black.

Wrapped in transparent cellulose.

Roast of Nuts: Good.

Salt: Good.

Texture: Good.

Flavor: Good.

Assortment: Good; almonds, pecans, filberts, cashews, brazils and pignolias.

Remarks: This is the finest assortment of nuts both in quality and size the Clinic has examined, but they seem high priced at 80c per half pound.

Code Mm 32

Jumbo Peanuts—8 ozs.—20c

(Purchased in a drug store in Boston, Mass.)

Appearance of Package: Good. Printed transparent cellulose bag.

Roast of Peanuts: Good.

Salt: Not enough used.

Texture: Good.

Flavor: Good.

Remarks: These peanuts seem high priced at 20c per half pound.

Code Nn 32

Assorted Bag of Nuts—¼ oz.—10c

(Purchased in a cigar store in Concord, N. H.)

Appearance of Package: Good. Transparent bag, printed paper band across top of bag.

Roast of Peanuts: Good.

Salt: Good.

Texture: Good.

Flavor: Good.

Assortment: Good; almonds, cashews, pecans, brazils, pignolias and filberts.

Remarks: This is a good 10c bag of nuts.

Code Oo 32

Salted Spanish Peanuts—8 ozs.— 10c

(Purchased in a 5-and-10-cent store in San Francisco, Calif.)

Appearance of Package: Good. Transparent bag; blue and white seal used.

Roast of Nuts: Good.

Salt: Good.

Texture: Good.

Flavor: Good.

Remarks: This is a good quality salted peanut and cheaply priced at 10c for one-half pound.

THE MANUFACTURING CONFECTIONER

Code Pp 32

Salted Jumbo Peanuts—No weight —5c

(Purchased in a retail candy store in Boston, Mass.)

Appearance of Bag: Fair. Printed glassine bag used.

Roast of Nuts: Good.

Salt: Good.

Texture: Good.

Flavor: Good.

Remarks: State and city departments are checking all weights on candy packages and bars, therefore suggest weight be printed on bag.

Code Qq 32

Salted Spanish Peanuts—8 ozs.— 15c

(Purchased in a candy store in Concord, N. H.)

Appearance of Package: Good. Transparent cellulose bag, printed in blue.

Roast of Nuts: Good.

Salt: Good.

Texture: Good.

Flavor: Good.

Remarks: These are good salted Spanish peanuts but a trifle high priced at 15c.

Code Rr 32

Salted Nuts—1 lb.—\$1.19

(Purchased in a fruit store in Boston, Mass.)

Appearance of Package: Good.

Box: Tin, enameled. Printed in green, red and brown. Wrapped in transparent cellulose.

Roast of Nuts: Good.

Salt: A trifle more could be used.

Texture: Fair, a trifle soft.

Flavor: Tasted old.

Assortment: Almonds, pecans, cashews, filberts, brazils and pignolias.

Remarks: These nuts were apparently a trifle old. Packed in a tin box, the price is low at \$1.19. Suggest jobbers be checked up with regard to the length of time they stock these nuts.

Code Ss 32

Salted Almonds—3/4 oz.—10c

(Purchased in Chicago, Ill.)

Appearance of Package: Good. This package is made up of a folding carton about 5x1 in. with open Cellophane window.

Roast of Nuts: Good.

Salt: Good.

Texture: Slightly tough.

Flavor: Fair, tasted old.

Remarks: This package is novel and makes an attractive 10c nut package. Nuts are not up to standard.

Code Tt 32

Hard Candy Almonds—No weight —5c

(Purchased in Chicago, Ill.)

This candy is sold in glassine bags. Made of hard candy almond taffy in

the shape of almonds. Had a coat of granulated sugar.

Appearance of Candy: Good.

Color: Good.

Taste: Good.

Texture: Good.

Remarks: This is a good eating piece of candy.

Code Uu 32

Salted Spanish Peanuts—1 1/4 oz.— 5c

(Purchased in Chicago, Ill.)

Appearance of Package: Good. Glassine printed bag used.

Roast of Nuts: Good.

Salt: Hardly any.

Texture: Slightly tough.

Taste: Not good; had an old taste. Salt did not adhere to the nuts.

Remarks: These are not good eating salted peanuts.

Code Vv 32

Scotch Toffee—1 1/2 ozs.—5c

(Purchased in Chicago, Ill.)

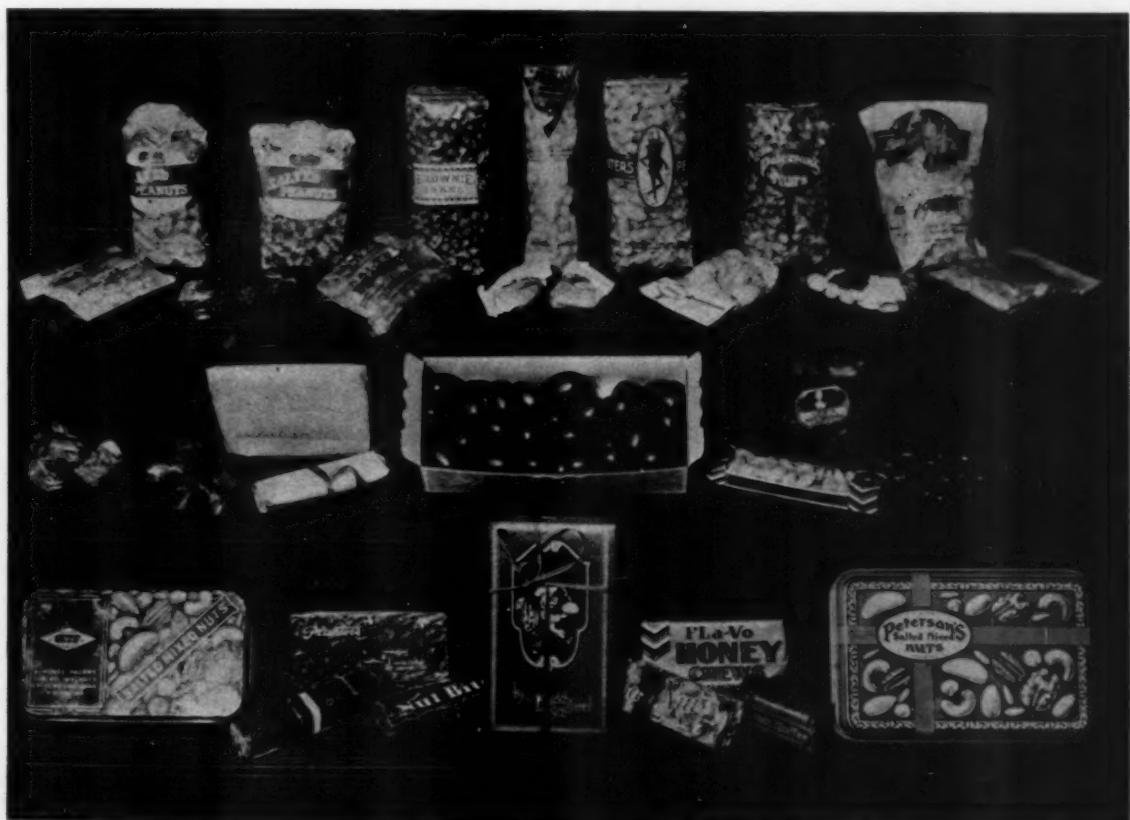
Appearance of Package: Good.

This piece is made up as a sort of butterscotch taffy. Each piece is wrapped in brown wax paper.

Texture: Partly grained.

Taste: Fair.

Remarks: This toffee is not up to standard. Flavor is off and most pieces were grained.



SALTED NUTS AND CHERRIES

Code Ww 32

Chocolate Panned Brazils—39c lb.

(Purchased in a drug store in Milwaukee, Wis.)

Appearance of Candy: Good.

Chocolate Coating: Good.

Brazil Nut: Good.

Taste: Good.

Remarks: The casting is a trifle thick on these brazils.

Code Xx 32

Salted Spanish Peanuts—8 ozs.—10c

(Purchased in Chicago, Ill.)

Appearance of Package: Good. Transparent cellulose bag used.

Roast of Nuts: Good.

Salt: Good.

Texture: Good.

Taste: Good.

Remarks: These salted peanuts were very good and neatly put up.

Code Yy 32

Novelty Package of Salted Nuts— 1/2 lb.—50c

(Purchased in a nut store in San Francisco, Calif.)

Appearance of Package: Good. This box is made to look like a book, colored in green and gold, tied with orange ribbonzine. Bottom part of box glued to back cover. Cellophane window.

Roast of Nuts: Good.

Salt: Good.

Taste: Good.

Texture: Good.

Assortment: Good. Peanuts, almonds, brazils, cashews, filberts and pecans.

Remarks: This is a very fine package of salted nuts and the price is reasonable considering the box.

Code Zz 32

Caramel Chews—2 ozs.—15c

(Purchased in manufacturer's retail store in San Francisco, Cal.)

This is a coffee-flavored caramel type of candy.

Appearance of Package: Good.

Box: Brown and white folding box, tied with green ribbonzine.

Flavor: Good.

Color: Good.

Texture: A trifle too much chew.

Remarks: This box seems a little high priced at 15c.

Code aa 32

Brittle Wafer—1 1/2 ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good. Wrapped in printed transparent cellulose. Bar is of peanut brittle taffy coated with milk chocolate.

Coating: Fair.

Peanut Taffy—

Texture: Good.

Flavor: Fair.

Remarks: The peanuts in this bar are not roasted high enough, causing taffy to have a raw taste.

Code bb 32

Nut Crunch—1 1/2 ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Package: Good. Two pieces of chocolate-covered nut crunch wrapped in transparent cellulose with silver seal.

Chocolate Coating: Good.

Center: Made up of molasses sponge and nut paste.

Flavor: Fair.

Texture: Too hard.

Remarks: This is not a good eating nut crunch. The name is misleading because it is not a crunch but sponged hard candy.

Code cc 32

Cream Caramels—2 ozs.—5c

(Purchased in Chicago, Ill.)

Appearance of Package: Good. Contained five caramel pieces—vanilla and chocolate, plain and vanilla marshmallow.

Texture of Caramels: All caramels were grained.

Flavors: Fair.

Remarks: These caramels are not up to standard; either they were not properly made or they were very old.

Code dd 32

Molasses Kisses—2 ozs.—10c

(Purchased in a drug store in Boston, Mass.)

Appearance of Package: Good.

Box: Folding. Inner box wrapped and sealed with wax.

Contents: Molasses kisses wrapped in brown printed wax paper.

Colors: Good.

Texture: Good.

Flavor: Good.

Remarks: These kisses have been on the market for years. Regardless of where they are purchased the quality and condition of this candy is invariably excellent.

Code ee 32

Assorted Chews—2 ozs.—10c

(Purchased in manufacturer's retail store in San Francisco, Calif.)

These chews are the same as salt water taffy. Sold in bulk.

Colors: Good.

Flavors: Good.

Texture: Good.

Remarks: These are of good quality, but high priced at 2 ozs. for 10c.

Code ff 32

Cinnamon Sticks—4 pieces—5c

(Purchased in manufacturer's retail store in San Francisco, Calif.)

These sticks are made flat instead of round.

Appearance of Package: Good.

Flavor: Good.

Texture: Good.

Remarks: This is a good eating candy.

Code gg 32

Salted Nuts, Hard Candies and Assorted Chocolates—98c

(Purchased in a tea room in Boston, Mass.)

Appearance of Package: Good. This is a new idea in confectionery packaging. Box was of the folding type. It contained three packages—one-half pound of hard candy, one-half pound of salted peanuts and a one-pound box of assorted chocolates. Each package was wrapped in transparent cellulose. It made a good looking package and novel assortment.

Assorted Chocolates—

Chocolate Coating: Dark; good for this priced goods.

Gloss: Good.

Strings: Good.

Assortment of chocolates contained a few creams, molasses sponge, caramels, butterscotch, nougats and filbert clusters.

Quality of Centers: Good.

Flavors: Good.

Assortment: Very good.

Salted Jumbo Peanuts—

Roast of Nuts: Good.

Salt: Good.

Texture: Good.

Taste: Good.

Assorted Hard Candy—

Colors: Good.

Flavors: Good.

Gloss: Good.

Centers: Good.

Assortment: Good.

Remarks: The quality of the candy and nuts in this novel package were exceptionally good at the price of 98c. This number should enjoy a good sale.

Japanese Manufacturer De- parts for Homeland

MR. YOSHICHI MORI, president of the Niitka Seikwa Confectionery Company, completing one of his periodic trips to this country, bid farewell to these shores when he started his home journey December 30th on a voyage which will carry him back to Japan via the Panama Canal and San Francisco.

Mr. Mori's most recent trip was the occasion for his arranging with the V. O. Hermann Corporation of New York for the installation of a fully equipped modern hard candy department in his Tokyo plant. Mr. Hermann has arranged to have his own engineer supervise the installation of this plant and remain on the ground during the first six months of its operation.



Eric Lehman Comments on

The Gaining Popularity of Nutmeats

CJ N the past few years, the salted nut business has forged to the front in such a way that it is now a competitor the candy manufacturer has to reckon with. A few years ago salted nuts in any variety, were found only in some of the higher class confectionery stores. At that time, seldom more than a jar or two of nuts would be displayed and these were usually almonds. There were also a few brands of salted peanuts in 5c and 10c bags available at that time. Today, nutmeats can be purchased in almost any retail store or at candy stand and are even being peddled on the streets in some of the large cities. It is a business that has grown by leaps and bounds and is one that has cut into the candy trade in a sizable way.

Up until about two years ago, the nut market had succeeded in upholding its prices, but about that time the prices of nuts fell off along with the prices of other raw materials. The popular price for salted nuts at that time was around \$1.50 per pound. Today, they can be purchased for as little as 69 cents per pound. Of course, in the cheaper assortments, peanuts are freely used, but not in the better priced assortments.

In the past two years, the most popular nut has been the cashew. The writer can recall when these nuts were first introduced to the American market. At the beginning they were received in very poor condition and it seemed impossible to obtain cashews that were not worm-infested. They looked very fine on the outside but when split open one was almost certain of being greeted by a pale and healthy worm. For that reason, a number of large companies gave up using this nut. Finally, however, with the introduction of the Vita-Pack, this condition was entirely eliminated. The nuts were Vita-packed in India and when brought to this country, were received in perfect condition.

Among the first oils to be used for roasting nuts were olive, peanut and cocoanut oil. Some retail stores

used cocoa butter and occasionally even fresh salted butter. Today, however, most nuts are roasted in cocoanut oil. These oils are now highly refined so that they will stand heat and not turn rancid. The first cocoanut oils became rancid rather quickly and of course, spoiled the taste of the nuts. Some retail stores dry-roast the nuts in ovens and then treat them with a thin coating of gum arabic and salt. Nuts treated in this manner are far superior to oil roasted nuts. However, they are only good for the retail business as they dry very quickly and turn color.

Hitherto, salted nuts have sold mostly in half and one pound tins. The tins being expensive increased the retail price. To overcome this, we find nuts now being delivered to their various outlets in 25 to 50 pound tins and then repacked and sold in pound bags or paper boxes considerably less than the price asked for pound or half-pound tin packages. One brand of nuts is being sold in two ways—bulk at 89c per pound and \$1.50 when purchased in pound tins. The arrival of the transparent cellulose bags created a new way of packaging salted nuts and we find them put up in this type of package in prices ranging from 10c up.

Walnuts are seldom included in today's nut assortments. Some time ago the price of walnuts advanced considerably; the nuts themselves were not in good condition for a year or two. In addition to that, the walnut is not a particularly good nutmeat when salted. These various factors have of course, contributed their share to its declining favor.

As with candy, there is little consistency in the prices of nutmeats selling at retail. One house will sell an assortment of salted nuts in one pound tins for \$1.19 while another will sell the same thing, or what appears to be the same thing, for \$1.50. Of course there is a difference in the size and quality of the merchandise. The prevailing prices of salted peanuts vary greatly. Some producers compute their costs

carefully and sell cheaply; others are satisfied with nothing less than 200 per cent profit.

Chewy candies are not the favorites they were some years ago. We find some chewy kisses, soft butter scotches and taffies, but the tendency seems to be toward either the very hard candies or the soft one.

Caramels are the most popular chewy pieces and probably the most abused. Some of the caramels we have purchased were not fit to eat, the cheapest of ingredients being used. However, that is characteristic of practically all of the highly competitive varieties of candy today. Some caramels are being sold for as low as 20c per pound wrapped in Cellophane. How a reasonable profit can be made using Cellophane on each piece and retailing at that price is one of this industry's many mysteries!

College Men Work Pleasant Racket on Life Savers

THE recent wholesale fancy which seized upon undergraduates of a large eastern college to attend costume balls in the disguise of a life saver became rather puzzling to officials of Life Savers, Inc., of Port Chester, makers of the popular "candy mints with a hole."

Courteous letters from the college men announcing their intention of appearing at a forthcoming fancy dress party as a saver of lives, and thanking the company in advance for any assistance it might give in forwarding some posters and advertising matter to complete their costume, arrived in increasing volume. It seemed that costume balls were quite the rage.

Not to be outdone in beau geste and believing such interest in their trade mark should be encouraged, Life Savers had not only replied to these communications with the requested supplies, but had taken care to enclose an ample sampling of the little candy mints.

Discreet inquiries finally disclosed that costume partying was not so popular at the college as were the mints. Life Savers' officials, however, believe their generosity was well-placed in spite of themselves. Nothing gets around so widely, they say, as a story of a hoax, and sometimes it pays to be the agreeable goat.

Dr. Murphy Leaves Standard Brands

Dr. Frederic W. Murphy has severed his connection with Standard Brands and now is devoting his time to consulting.

Dr. Murphy was for many years chief chemist of American Sugar Refining Company and is very well known throughout the confectionery industry.

Candy Institute Elects Board of Governors

THE recent announcement of the formation of the Candy Institute of America, Inc., has been received throughout the industry with genuine interest. Not only manufacturers, but the very breadth and nature of the movement has enlisted the support of jobbers, chain stores, retailers, equipment manufacturers, supply houses and many others.

A present member of the Institute states "This week I called on one of the largest buyers of confectionery in the country, and the first question he asked me was, 'Are you a member of the Institute?' The manufacturer replied, 'We are, I am very glad to say.' The buyer replied, 'Then I hope you and the other members of the Institute will help us to make a decent profit!'

Mr. Gooch announces that the Institute has elected the following manufacturers who will serve as governors of the Institute; a Board of fifteen:

Theodore Bunte, Bunte Bros., Chicago, Ill.

Howell H. Campbell, Standard Candy Co., Nashville, Tenn.

D. L. Clark, D. L. Clark Co., Pittsburgh, Pa.

Louis A. Dockman, John H. Dockman & Sons, Baltimore, Md.

Wm. M. Hardie, Wm. M. Hardie Co., Cleveland, Ohio.

Wm. F. Heide, Henry Heide, Inc., New York City.

F. M. Keller, Mueller-Keller Candy Co., St. Joseph, Mo.

Frank Kobak, Metro Chocolate Co., Brooklyn, N. Y.

Louis Kuhn, American Candy Co., Milwaukee, Wisc.

L. L. McIlhenney, Stephen F. Whitman & Son, Inc., Philadelphia, Pa.

Vincent L. Price, National Candy Co., St. Louis, Mo.

Frank B. Putt, Brandle & Smith Co., Philadelphia, Pa.

Horace S. Ridley, New England Confectionery Co., Boston, Mass.

Wm. V. Wallburg, W. F. Schrafft & Sons Corp., Boston, Mass.

Gross Williams, Thinshell Candies, Inc., Chicago, Ill.

A Chairman and Vice-Chairman are yet to be elected by the Board.

It is interesting to note that the position of the small manufacturer is amply protected through the fact that eight of the fifteen members of

the Board are relatively smaller manufacturers.

The constitution and by-laws governing the Institute (the Institute is a corporation under the laws of the State of New York) have been approved by the members.

Mr. Gooch states there have been many questions asked, as to other manufacturers joining. Also the same question from certain jobbers. He replies: "The Institute is not asking any jobber to subscribe money or pay any of the cost of this movement, for the manufacturers feel that it properly belongs to them. As to other manufacturers joining, I covered that quite fully in recent trade paper articles and repeat, we would be very glad to have other manufacturers join this Institute. We believe it represents a highly important affiliation. Under the by-laws, membership is subject to a two-thirds vote of the Board of Governors. There is no particular basis of qualification. It is unlikely that a manufacturer would choose to join unless he is seriously interested in trying to help to put this industry on a sounder basis, not only from his own point of view, but also that of the jobber and the retailer.

The cost is predicated on a percentage of 1930 sales. Approximately 70 manufacturers have joined. We of the Institute believe it to be a very sound, sane investment.

Rockwood Displays 1932 Line

A COCOA and Chocolate Exhibit, the forerunner of a number of similar exhibits to be held in Pittsburgh, Boston, Buffalo and other key cities, was conducted recently at the Waldorf-Astoria in New York by Rockwood & Company, of Brooklyn, one of the oldest companies in the country specializing in the manufacture of chocolate.

The purpose of this exhibit was to introduce the 1932 line of Rockwood's chocolate specialties to the candy buyers in the Metropolitan area. In addition to their entire Easter line, to which many new items had been added, the company displayed its Bag o' Gold number, which consists of a gold mesh bag containing 12 gold coins. Actually these coins consist of a fine grade of vanilla chocolate pressed between layers of gold foil, simulating the appearance of gold pieces.

The show lasted from December 12th to December 20th, during which time many prominent in the trade



visited the display. There were several unexpected guests also; James Dunn, popular Fox Film picture star, and Miss Sophie Tucker, for years a head-

liner on both stage and screen, and an Austrian nobleman, Baron von Haymerle, were among the more prominent personages visiting the exhibit.



New Cooling Unit for Confectioners

ONE of the most important developments in the application of refrigeration during the past year has been the employment of the unit cooler for the maintenance of proper temperatures where confections and other food products are stored or handled. The accompanying illustration shows the installation of one of these most recently developed units used to provide positive air circulation and temperature uniformity in a chocolate dipping room. This is a ceiling mounted unit of the surface coil type designed for small product cooling or storage rooms. This chocolate dipping room is 18 feet 7 inches long by 6 feet 9 inches wide by 10 feet 6 inches high. Approximately 250 pounds of chocolate are dipped here per day. The storage racks can accommodate about 500 pounds of chocolate. One side and one end of the room are partitioned off with plate glass to permit public inspection of the sanitary and up-to-date methods used. The cooling unit starts and stops automatically with the condensing unit by which it is operated and which is thermostat-

ically controlled. A temperature of around 70 degrees Fahrenheit is maintained at all times.

The development of the small cooling unit is a significant one for the confectioner.

Mrs. Snyder on Life Saver Program

IN A RECENT coast-to-coast radio broadcast sponsored by Life Savers, Inc., Mrs. Ora Snyder, whose 11 candy stores in Chicago have grown from a business which started in her own kitchen, told of some of the things which she considers as having made her successful. Mrs. Snyder said in part:

"While there is no one prescription for success, I maintain that confidence in yourself, in your merchandise and in your public, combined with courtesy and honor, are the essential elements in business. Keep a firm determination to put over what you are planning, but never let success turn your head."

"Business cannot hurt any girl. The training she receives smooths her path for her to be a better mother and better manager of her household." This talk, which was delivered through 20 radio stations as a part of the series of "Life Savers Success Interviews," was conducted under the auspices of the manufacturers of Life Savers. Already several score of national celebrities have taken part in these programs without charge for their cooperation.



HOW EXHIBITORS ARE MEETING THE TRADE SHOW PROBLEM—A 24-page booklet containing a report describing recent changes and trends in the conduct of trade shows and conventions based upon a survey just completed by the Policyholders Service Bureau of the Metropolitan Life Insurance Company. Copies free on request. Address the Bureau at 1 Madison Avenue, New York City.

THE CONSULTING CHEMIST AND YOUR BUSINESS—A new 16-page booklet describing the organization, services and work of Foster D. Snell, Inc., a technical organization with offices at 130 Clinton St., Brooklyn, N. Y. Copies of this booklet are free upon request.

FORGING AHEAD DURING THE DEPRESSION—A new booklet published by the Department of Commerce summarizing the policies which have resulted in maintaining or increasing sales and profits during the depression for forty-three concerns engaged in retail selling. The Department of Commerce in Washington will supply copies on request free of charge.

TRADE PROMOTION SERIES NO. 125—In this bulletin recently issued by the Bureau of Foreign and Domestic Commerce is described the development of and cocoa-producing potentialities of that territory in French West Africa known as the Ivory Coast. This bulletin may be secured from the Superintendent of Documents, Washington, D. C. Copies are 15 cents each.

New W. C. S. A. Officers

(Continued from page 39)
urer, George E. Burleson, Chicago, reelected.

The new Executive Committee appointed by President-elect Bencini are: Past President, C. Ray Franklin, Kansas City broker; J. L. Goggan, Chicago, Mason, Au & Magenheimer; L. C. Cooper, St. Louis broker; and F. A. Heroux, Chicago, Switzer's Licorice Co.

Richard Krause, Chicago, of Frank H. Fleer Corp., was appointed chairman of the new Membership Committee. His associates will be A. B. MacPhail, Chicago; Wm. Wood, Chicago, National Candy Co.; Wm. C. Tugaw, Wilmette, Ill., Thinshell Candies, Inc., and John Clark, Chicago, Runkel Bros., Inc.



Trends in Trade Show Practices

ALTHOUGH trade shows appear to be accepted as helpful to business, the opinion of exhibitors in many industries is that methods of conducting these shows must be brought into line with today's changed conditions if buyers of space are to be assured of adequate returns, according to a survey just completed by the Policyholders Service Bureau of the Metropolitan Life Insurance Company. The results of this survey have been published in a report entitled "How Exhibitors Are Meeting the Trade Show Problem."

The report describes the control methods that have been adopted in the different industries. Among the more successful practices reported has been the establishment of exhibitors' committees and boards. The survey indicated that another common method of dealing with the problem is by changing the interval between shows—"replacing two semi-annual shows with one annual show, or the annual show with a show every two years." The opinion was expressed, however, that there is no ideal schedule—"each industry, apparently, must work out the frequency question for itself."

Other methods described in the report include reducing the number of regional shows in favor of national shows; making a combined exhibit of two or more previously independent shows; establishing a "limited eligibility" rule; and increasing the control of shows by the exhibitors themselves.

The information on which the study is based was obtained from 84 trade associations sponsoring national or regional trade shows. Included in this group were the associations responsible for most of the important national trade and industrial expositions.

C. F. Radley New President of Exhibitors' Committee

AT the annual meeting of the Board of Directors of the Exhibitors' Committee Industrial and Power Shows, Inc., held December 3rd, 1931, the following officers were elected for 1932: President, C. F. Radley, publicity director of Oakite Products, Inc., New York City; vice-president, Victor Wichum, C. J. Tagliabue Mfg. Co., Boston; secretary, G. S. Carrick, American Arch Company, New York City; treasurer, J. P. Ferguson, Reading Steel Casting Company, Bridgeport, Conn.

The Exhibitors Committee Industrial and Power Shows, Inc., established in 1926, is a non-profit organization of manufacturers interested in the improvement of conditions relating to industrial exhibitions. It maintains contacts with the management of a wide variety of industrial exhibitions and shows, and has the co-operation of the Chamber of Commerce of the United States.

Information concerning proposed industrial exhibitions is compiled and assembled into status reports at the permanent office of the Exhibitors Committee, maintained at 403 Graybar Building, New York City. Copies of these status reports are sent to all members. Special investigations and reports are made concerning proposed exhibitions, enabling members to judge more accurately the value of participation in them. The committee also assists and advises members in adjusting complaints, and correcting undesirable conditions in connection with exhibition matters.

Plans for 1932 include a survey of over 200 industrial exhibitions, in addition to activity effecting improvement in exhibits and attendance.

A Novel Candy Container

THE accompanying photograph illustrates a unique method of packaging candy. Aside from its colorful appearance, the container, which is nothing more than an unbreakable table tumbler moulded of Durez, can be utilized to serve its original purpose after the contents have been consumed. These tumblers, which are available in a wide variety of colors and pastel shades, are suitable for packaging many varieties of candy and nutmeats. When filled, a wrapper of transparent cellulose, sealed or tied at the top, makes a very suitable outside covering. A display of candies so packaged is colorful and eye-arresting.

Services of Trained Chemists and Engineers Made Available

THE attention of candy manufacturers throughout the country seeking the services of chemically-trained men and women is called to the Bureau of Employment of The Chemists' Club, Inc., of New York. This bureau has been operated by The Chemists' Club for nearly twenty years and has functioned as a clearing house for the employment of technically trained men and women.

At the present time its registry contains applications from men and women of every kind and degree of training and experience in chemical work, from the high school graduate seeking employment to assist him to go to college to the seasoned executive with years of experience in charge of major operations. Administrators, plant executives, sales executives, research executives, as well as engineers, chemists, office-workers, translators and others can be contacted through this bureau. Exceptionally complete records of training and experience including opinions of their respective abilities obtained from former employers are made available to prospective employers.

The economic history of the past decade emphasizes as nothing else can the value of applying science and engineering to industrial problems and growth. Particularly, one finds chemists and chemical engineers building new industries and rehabilitating old ones. The present depressed condition affords manufacturers both an opportunity to and a reason for strenuous efforts to effect economies in their operations. This opportunity exists because reduced production schedules allow leeway for the study of processes and because well-qualified men to undertake such studies of procedure are available now as never before. The necessity for such action lies of course in the keen competition for profit in every line of endeavor. The problem of rebuilding an established routine is too basically important to be trusted to anyone not fully qualified by training and experience to carry the project to a successful completion and it is in the selection of such experts that The Chemists' Club Bureau offers its services to candy manufacturers.

THE MANUFACTURING CONFECTIONER

Unique Display Chest of Closures

THE manufacturers of Bakelite moulded closures have adopted this method of presenting their merchandise for the consideration of manufacturers interested in improving the appearance and design of their packages.

Upon the request of interested manufacturers, the "Suggestion Cabinet" shown in the accompanying illustration is loaned to them to facilitate their choice of closures. Dozens of samples are contained in this very practical display device which is chock full of ideas for the manufacturer seeking something new in closure tops.

DuPont Demonstrates Modern Methods of Merchandising

WERE one to visit personally the various sources from which the DuPont Cellophane Company has gathered material for its visible packaging exhibit now on display at their headquarters in the Empire State Building in New York, one would have literally thousands upon thousands of miles of travel ahead of him. This comprehensive assemblage of modern merchandising methods with relation to packaging supplies the manufacturer seeking to improve his packages with a treasure chest of ideas.

In its arrangement, this permanent educational exhibit may be classified under three major groups: Food products, including candies, fruits, and cake in dozens of variations; department store merchandise, represented by such products as towels, linens, paper specialties, blankets and haberdashery of all kinds; and drug store items, including cosmetics, soaps, cigars, cigarettes, tobacco and medicines. In addition to these three there is another group containing visible packages of a miscellaneous character.

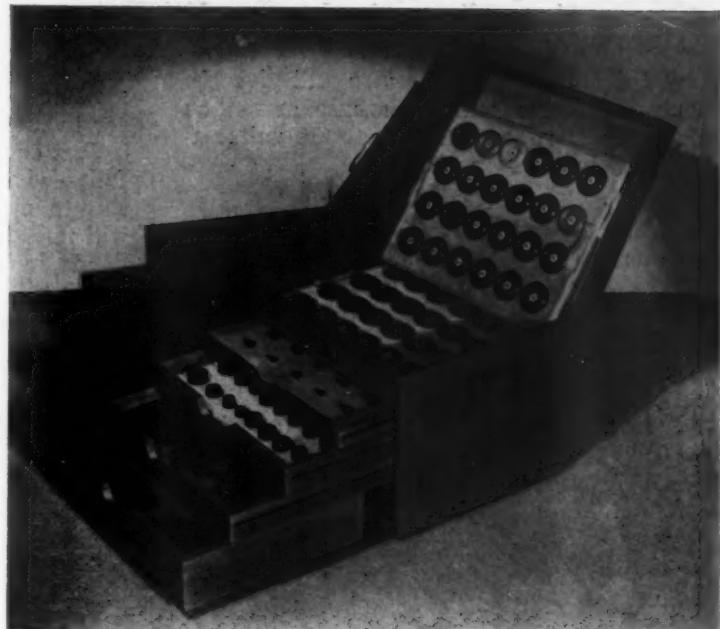
The exhibit will be maintained permanently. As new examples of transparent packaging are placed upon the market they will be added to the display.

Benevolent Association of Chicago Schedules Party for February 6

The Confectioners' Benevolent Association and Ladies Auxiliary of Chicago will hold their 55th annual dance and buncy party at Huntinghouse, 4616 North Clark Street, Saturday evening, February 6, 1932.

According to A. G. Lehmann, recording secretary, this occasion affords the representatives of the supply field the opportunity of getting together in a social good time with the candy makers and foremen of the various manufacturers of this section.

Tickets, including wardrobe, may be obtained from members for 50 cents. The price at the door will be 75 cents. The program starts at 8:00 o'clock, with music by Bradfield's orchestra.



TRADE MARKS for Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

Two heavy crossed green lines, for candy bars. Use claimed since May 19, 1931, by Consolidated Confections, Inc., Chicago, Ill.

MARGARET'S GULF COAST, glazed pecans, pecan candy, peanut brittle, pecan brittle, candy glazed nuts. Use claimed since April, 1929, by Donald W. Howe, doing business as The Pecan Candy Shoppe, Biloxi, Miss.

CHECK INN BAKERS, pies and cookies. Use claimed since 1927 by John Mendenhall Mead, Cleveland, O.

STEP A HEAD, candy and all kinds of nuts. Use claimed since Sept. 22, 1931, on nuts and since Sept. 24, 1931, on candy, by E. F. Kemp, Inc., Somerville, Mass.

YEASTIES, cereal breakfast foods treated with yeast. Use claimed since Sept. 23, 1931, by Yeasties Products, Inc., Irwin, Pa.

HONEY - KRUST, bread. Use claimed since Sept. 12, 1931, by Grocers Baking Company, Inc., Louisville, Ky.

KYRO, dates in their natural state. Use claimed since March, 1931, by National Date Company, Boston, Mass.

DUTCH OVEN, salted popcorn. Use claimed since Sept. 30, 1931, by Karmelkorn Corp., Rockford, Ill.

OCBAN, bread. Use claimed since March 16, 1930, Nashua Baking Company, Nashua, N. H.

HAVMOR, potato chips. Use claimed since June 15, 1931, by Havmor Food Products, Inc., New York and Brooklyn, N. Y.

MY-TI-NICE, candy which is a cluster combination, consisting of pecan nuts covered with milk chocolate. Use claimed since Jan. 1, 1931, Ester Pellops, Newark, N. J.

RADISH, candies. Use claimed since 1926, B. Sprengel & Co., Inc., New York, N. Y.

DUTCHLAND, candy and popped corn. Use claimed since 1903, Fred F. Field Holsteins Dutchland Farms Trustee, Brockton, Mass.

ESKIMO CUP, ice cream confections. Use claimed since July 1, 1931, Eskimo Pie Corporation, New York, N. Y.

MIWAI, candy. Use claimed since March 1, 1931, Angel Stamos, doing business as Albany Candy Kitchen, Decatur, Ala.

TAKE HOME, chewing gum. Use claimed since Oct. 1, 1931, Wm. Wrigley, Jr., Company, Chicago, Ill.

BUTTA-BABIES, chewing gum. Squirrel Brand Co., Cambridge, Mass. Use claimed since Sept. 29, 1931.

OH-YEAH! chewing gum. Use claimed since Oct. 1, 1931, Frank H. Fleer Corp., Philadelphia, Pa.

WHAT-A-BAR, candy. Use claimed since October 15, 1931, National Nut Company, Oakland, Calif.

THE MANUFACTURING CONFECTIONER

Short Talks on Chocolate

(Continued from page 23)

will deliver a coating which will give the utmost in gloss and appearance, as well as contribute very materially to the uniformity of the dipping.

Some "Don'ts"

As a summary, let us write down a few "don'ts"—

Don't attempt to have an over-heated kettle when melting chocolate coating.

Don't attempt to melt it too quickly by using excessive heat.

Don't melt any chocolate above 120° Fahrenheit, and don't melt milk chocolate above 115° Fahrenheit.

Approach the dipping point in all cases from a lower temperature.

Keep all steam and moisture from coming in contact with chocolate at any time.

Don't try to get along without a thermometer. Thermometers very quickly pay for themselves.

Just consider these "don'ts" very carefully—give your chocolate man enough kettles to melt chocolate properly, and you will find that the care taken will pay dividends in added quality, appearance and uniformity.

Future articles in this series:

Dipping Methods and Temperatures.

Causes of Graying.

"Bloom" and Some of Its Causes.

Dipping Room Temperatures.

Tunnel Temperatures.

Adding Cocoa Butter and Substitutes to Coatings.

....And others.

How to Secure Uniform Color of Coatings

(Continued from page 29)

and tested the chocolate and until he knows the machinery and general conditions used in the operations. Beware of advice providing definite temperatures and times and other conditions for covering and cooling, given by any man who has not seen the chocolate used and who does not know the conditions of working.

To those further interested in the whys and wherefores for this list of five precautions to be taken, it is recommended that

application should be made to The MANUFACTURING CONFECTIONER for more detailed particulars. It is not possible in one article to give scientific reasons, with any degree of accuracy, that must cover so many phases of such a subject as color. Enough has been said, however, to indicate how uniformity or color can be secured—but let it be clearly understood that it is a matter of insisting upon getting the right chocolate first, and upon invariable methods of working, second; though the first shall be last and the last first in degree of importance.

Free Deals in the Drug Field

SOME confectioners may be of the impression that the problem of the free deal is theirs and theirs alone. This is far from the case, as will be shown by the facts brought out by the Statistical Division of the National Wholesale Druggists' Association, which has just completed a comprehensive statistical analysis of the free deal problem as it relates to the wholesale druggist. No attempt has been made to appraise the economic value of this method of trade promotion. The study simply examines the results of the free deal. We quote the following summary of this analysis:

"Over 7,000 transactions were examined. It was found that the average size of all deals was \$5.70. There were 257 for less than \$1 and 1,091 more for \$10 or over. The latter constituted 48.5

per cent of the total volume actually distributed in the form of deals. Free deals below \$4 involved about 54 per cent of the deal transactions, but provided only 20 per cent of the volume.

"Deals in which the free goods are furnished the wholesaler by the manufacturer, involved 4,980 of the 7,100 transactions and provided 70 per cent of the total volume actually sold in deals. The "charge back" deals provided 16.32 per cent of the volume sold in deals. Those deals in which the free goods are sent on wholesalers' orders amounted to only 6.52 per cent of the total volume.

"It is calculated that for the transactions studied, free goods represented to retailers the equivalent of 12.6 per cent discount when they bought these deals.

"The general conclusions arrived at are: 1. In general, the entire deal

should be furnished the wholesaler in a complete unit package. 2. Where this cannot be done, the no charge back deal, or the no charge back terms should apply, the free goods having previously been shipped to the wholesaler. 3. The charge back deal may be acceptable in certain cases if the per cent of free goods is substantial and if the deal is relatively large. 4. Under no circumstances can the wholesaler afford to accept the charge back deal if the value of the deal is below \$4. 5. Even when the charge back method is used, it is exceedingly desirable that the deal come as a unit package.

"The report points out that in the wholesale houses studied, the deals recorded covered 200 different items. That meant that the salesmen of any one of those wholesalers has to keep in mind the existence of deals in 200 or more lines at the same time."

THE MANUFACTURING CONFECTIONER

Alibis Not Accepted

(Continued from page 35)

cessful salesman these days is not only selling merchandise but gives educational service to the retailer in showing him methods of displaying, pricing, and merchandising as a means of increasing his business. We are living in an age of merchandising. Never has the retailer been so willing to listen and accept merchandising ideas from the salesman as he is today. The salesman who also gives this phase of his job the proper attention in his territory can't help increasing his sales.

The salesman who renders service to his customers and constantly develops his selling ability, stands out on a pedestal above all others.

Current Technical Literature

(Continued from page 37)

Cold storage methods of handling dates undoubtedly will continue to supply the market already educated to the fresh or soft date, and possibly with the growth and development of the frozen foods industry its domain may be extended; but the bulk of the dates used by the confectionery and baking industries, and in the household as well, probably will be non-perishable, dehydrated, and artificially matured.

New England Confectionery Employees Hold Christmas Party

At a Christmas party attended by more than 1,000 members of the Mutual Benefit Association of the New England Confectionery Company held recently in the spacious dining-room of the Cambridge plant, the 25th anniversary of the founding of this employees' organization was celebrated in a manner worthy of the occasion.

The festivities started with the serving of a real Christmas dinner, including turkey and all the fixings, served in royal style. Disposing of this, the balance of the evening was spent in dancing by those who were able, after the sumptuous repast, while the others participated in bridge and whist parties.

Among the officials of the company who were in attendance were Horace S. Ridley, president-elect, J. Karl Mason, treasurer; Harry R. Chapman, general sales manager, and Arthur W. Chapin, factory manager.

Heading the committee in charge of the elaborate party was Fred D. Conklin, president of the association, who was assisted by Charles W. Holmes, Leroy F. Young and Ernest Dalumbo, officers of the association, and by Misses Hilda J. Olsen, Beatrice V. Thomas and Elizabeth A. Sheehy and Louis C. Schoenherr, Herbert A. Martin and Ernest C. Peakes, members of the Executive Committee.

Aid to Industrial Planning

TO this, or any industry, seeking to take advantage of all available means for setting up machinery to enable it to plot its future course along safe and stable lines, the services of the Bureau of Foreign and Domestic Commerce are offered. In discussing economic planning by industries recently, Frederick M. Feiker, director of the bureau, had this to say:

"How these services and aids shall be extended and how far they are needed is a matter for the individual to decide," Mr. Feiker said. "Government can help, government can coordinate and plan, but the burden rests upon every individual business group and business organization to put its own house in order. The forward-looking individual or group will act now to insure future stability, and will take advantage of the means which business itself has set up in the Department of Commerce to determine its needs and its measures.

"It is in the procuring of facts and the analysis of conditions that organized business groups can offer to the individual business man the basis upon which he can found his individual economic planning.

"Representative trade associations and business representatives have prompted the formulation of a definite, concrete program—an American economic plan if you like—for business stabilization through group action. In its final form this program, now in a tentative stage, will be the product of the best thought that the bureau may be able to summon from among leaders in American trade and industry.

"This program of economic planning must conform to the fundamental American principle of individual initiative and individual achievement for individual reward. It cannot be imposed by fiat or decree. It must in the end rest upon the intelligence and ingenuity of the American business man. Economic planning by ukase is not for us."

Horace S. Ridley Elected President New England Confectionery

M. HORACE S. RIDLEY, for eight years first vice-president of the New England Confectionery Company, was elected president of that company at a recent meeting of the Board of Directors. Mr. Ridley fills the vacancy caused by the death of Mr. Fred R. Hayward, reported in last month's issue of this publication.

Mr. Ridley's entire business life has been devoted to the confectionery industry. He began his career in the purchasing department of Chase & Company, one of the three firms which merged in 1901 to form the New England Confectionery Company. He has served in many official positions in the National Confectioners' Association and is widely known throughout the candy industry.

At the same meeting Mr. Harry C. Achorn was elected vice-president, succeeding to the office formerly held by Mr. Ridley.

Magnus, Mabee & Reynard, Inc., Open New Boston Office

MAGNUS, Mabee & Reynard, Inc., New York, manufacturers of Essential Oils, etc., announce the appointment of Mr. Louis D. Etman as sales representative for the New England States, with the exception of the state of Connecticut, which will continue to be covered from the New York office.

Mr. Etman will be located at the company's new office at 1140 Little Building, Boston, Massachusetts.

Mr. Etman has had many years of experience and is very well known in the wholesale drug and manufacturers' trades throughout the United States, having formerly been assistant manager of the New York office of the old firm of Powers-Weightman-Rosengarten Company, which was taken over by Merck & Co. some years ago. Mr. Etman was also later connected with the J. T. Baker Chemical Company of Phillipsburg, New Jersey.

Magnus, Mabee & Reynard, Inc., have recently been elected to associate membership in the Insecticide and Disinfectant Manufacturers' Association.

Rockwood Opens Branch at Eugene, Oregon

Rockwood and Company, national manufacturers of chocolate and cocoa, have established a wholesale branch in Eugene, Oregon, to service their customers in the Willamette valley.

Mr. A. G. McGuire has been appointed representative and is planning an extensive program in which truck service to the retail merchants will play a large part.

The Candy Clinic

(Continued from page 41)

and appearance was good. Suggest a larger assortment, a better grade of flavors for the creams, caramels be cooked softer and the top layer contain more "top" pieces. At the price of this goods a better box can be turned out.

Code 1F 32

Ribbon Candy—2 lbs.—30c

(Purchased in a high grade fruit store in Boston, Mass.)

Box: Two piece folding; printed in red and tied with red cord.

Appearance of Box on Opening: Very good.

Ribbon Candy—

Colors: Good.

Stripes: Good.

Gloss: Good.

Flavors: Good.

Condition of candy: Very good, hardly any broken.

Remarks: This is one of the finest boxes of ribbon candy ever examined by the Clinic. This is really quality candy, well made, with good flavors, well packed and workmanship of the best.

The Type of Salesmanship Required this Year

New President of Western Salesmen
Points to Six Factors Involved
In Successful Selling in 1932

By L. BENCINI

President-Elect

Western Confectionery Salesmen's Assn.
Chicago, Illinois

NEARLY all of us have had the thrill of big orders, good business coming along year after year. Yes, we worked hard and concentrated on products we were selling, therefore, results; but now we are face to face with the biggest problem.

The year 1932 is rapidly coming along. Manufacturers expect and must have *results*. Hence, *real salesmanship* is required. Let us forget the dark year just passed, and pledge not to follow along lines of least resistance, but fight and fight hard to build on the rock foundation we have laid. Be honest with the manufacturers we represent, the jobbers and retailers, and above all be honest with ourselves. *Always sell our product, and forget our competitors* when making a sale; they generally manage to take care of their own product; but if we must talk, never knock; if we do, it will hurt us more than it does our competitors.

Manufacturers' representatives are called on to do more than sell the jobber today. They should be able to give the jobber *constructive ideas* to pass along to his salesmen. The average jobber stocks several hundred items and has no time to push any particular brand of confection. Hence, it is up to each salesman calling on the jobber to figure out a plan whereby his products will reach the consumer who is the judge and jury of any item. It is he who decides the life or death of a product.

Drop "Guarantee" Story Goods Must Stay Sold

THERE have always been a few salesmen of the "*Guaranteed Sales Type*." They, I believe, will be forced to change their story in the



L. BENCINI
Elected President of W. C. S. A.
At 17th Convention in Chicago

GUIDES . . .



HERE are the guides to what Mr. Bencini considers is the real salesmanship required for this year:

1. Work for Results!
2. Forget the past year.
3. Sell your product and forget your competitors.
4. Give constructive ideas.
5. Drop the "Guarantee" story.
6. Put good Merchandising Ideas to work!

near future, for the time is coming when *goods that are sold must stay sold*. This would mean the jobber and retailer would put forth effort to move products. Returned goods are a menace to everyone. The retailer doesn't like it; the jobber doesn't like it; and above all the manufacturer, who stands the brunt of the loss, plus a great deal of de-

tail work on the part of office help, credit men, etc., doesn't like it. If *making goods stay sold* can be accomplished by the salesman, a great deal of grief will be tossed out of the candy business.

Salesmen Can Put Their Ideas to Work

THE jobbers' salesmen calling on the retail trade have an opportunity to see many of their *merchandising ideas* actually go to work. Every salesman is anxious to see his accounts grow; that is, if he is interested in his work, and I believe that most of them are interested.

Why not start cashing in on these ideas? The dealer will welcome them. I believe that if every jobber's salesman would make a list of his customers, check the location of the candy case, the bar goods, salted peanuts in glass jars, and boxes on the counter, he will find there is plenty of room for improvement in many of his stores. The dealer will appreciate the interest shown by the salesman, and will be glad to listen to any changes the salesman has to offer.

Candy Production Club of Chicago Meets Feb. 1

The next regular meeting of the Candy Production Club of Chicago will feature a speaker on a subject of educational interest to the members. The meetings of this character which have been held have proven popular, and a good-sized turnout is expected for the February get-together. It will be held at the Sherman hotel, at 8 p. m., including a buffet luncheon later in the evening.

Plans will be definitely made at that time for the annual festive occasion for the members and their ladies to be held in March. Indications are that it will be in the nature of a theater party followed by a buffet luncheon.



*It Fits the Pocket
And the Field of Candy Distribution*

To Candy Manufacturers

Outstanding Advantages of THE CONFECTIONERY BUYER

THE CONFECTIONERY BUYER has by far the largest and most responsive circulation to wholesale candy buyers available in the history of the candy trade press. A monthly audience of 8,000 buyers for your message!

It is the first and only magazine devoted entirely to bring about a coordination of selling effort—right down from manufacturer through the jobber and retailer—to put candy on a plane of modern merchandising.

Every month it abounds with helpful ideas—an exchange of profit-making methods by successful men—discussions of what the set-up should be of a candy jobbing establishment to provide the facts needed for intelligent control and operation of the business.

THE CONFECTIONERY BUYER is a stimulating force in promoting better, more profitable merchandising practices. It is the "How" magazine—with a punch and purpose—for the Candy Buyer.

THE CONFECTIONERY BUYER alone has a complete coverage of the nation's wholesale buyers you would want on your ledgers, at a cost per buyer much less than a direct mailing from your office.

Accounts can be reached more economically by a well-aimed advertising rifle shot than by a shotgun charge not concentrated solely upon wholesale buyers.

THE CONFECTIONERY BUYER is industry-accepted!

January Issue is the Jobbers' Salesmen's Edition

Devoted to discussions on vitally important phases of candy distribution problems, with special application to the candy salesmen's outlook for 1932 . . . CONTENTS includes: "Outlook Viewed by Jobbers" . . . "The Jobber and His Salesmen in 1932" . . . "The Type of Salesmanship Required This Year" . . . "If I Were a Jobber's Salesman" . . . "Three Mistakes Common Among Candy Salesmen" . . . 2,000 EXTRA COPIES REQUESTED by jobbers for their salesmen—AMPLE EVIDENCE OF READER INTEREST!

Let Us Submit Advertising Rates!

THE CONFECTIONERY BUYER

Division of The Manufacturing Confectioner Publishing Co.

1143 The Merchandise Mart, Chicago

Western Confectioners Meet at Coronado, Cal., January 25 to 28

The Seventeenth Annual Convention of the Western Confectioners' Association, to be held at Coronado, near San Diego, Cal., January 25 to 28, will offer the members coming from eleven western states a lively program of serious business discussion and inviting recreation which includes trips across the border into old Mexico.

The recreational program will include the annual golf tournament, to be played at the San Diego Country Club on Monday, January 25, with a trip to Old Tia Juana late in the afternoon and stag dinner at Caesar's, a luncheon Tuesday at Agua Caliente, followed by an afternoon at the Casino and races, and on Thursday evening the President's ball and dinner dance at the Coronado Hotel. Additional features have been arranged for the enjoyment of the ladies.

The convention sessions will open on Tuesday morning at 9:30, with an address of welcome by L. J. Christopher of Los Angeles, veteran confectioner of Southern California. Response will be made by Leon Sweet of the Sweet Candy Co., Salt Lake City. Following the president's annual address, by President B. Guy Showley of Showley Bros., San Diego, the secretary's report by Alfred Beaudry of the Christopher Candy Co., Los Angeles, an address is scheduled to be made by Walter C. Hughes of Chicago, secretary of the National Confectioners' Association. Arno E. Sander of York, Pa., president of the N. C. A., has also made arrangements to attend as a main speaker.

A report on the Western Confectioners' Traffic Association will be made by President Chester C. Roberts of Seattle.

Two very timely discussions which should bring out some constructive ideas will be the outstanding features of the second day's session. The first is, "Should a candy salesman be paid a salary, or salary and commission, or straight commission?" Discussion will be led by Alfred Beaudry. The second subject is, "Should a jobbing discount be given to quantity buyers?" Dudley Roberts of the Imperial Candy Co., Seattle, will head the discussion.

The program for Thursday morning will include an address by Harry L. Brown of the Brown & Haley Candy Co., Tacoma, also a report on the "Activities of the National Confectioners' Association" by A. C. Baker of the Brecht Candy Co., Denver. Election of officers will follow.

Three group meetings will close the convention Thursday afternoon. They are: Meeting of Western Confectioners' Traffic Association, with Chester E. Roberts of Seattle presiding; Bar Goods manufacturers' meeting, with E. A. Hoffman of the Hoffman Candy Co., Los Angeles, as chairman; Package Goods manufacturers' meeting, presided over by J. G. McDonald, of the J. G. McDonald Chocolate Co., Salt Lake City.

Heating and Ventilating Exposition at Cleveland, January 25 to 29

The second International Heating and Ventilating Exposition will be held January 25 to 29, at Cleveland, Ohio. The Public Auditorium Annex will be the place of exhibition, and it will be open daily from 12 noon to 10:30 p. m.

The Exposition serves as a great display of the latest developments in standard heating, ventilating and air conditioning practice. More than 250 important manufacturers representing the following classes of equipment will show their products: Combustion apparatus, Hydraulic apparatus, Steam Heating equipment, Ventilating and Air Conditioning apparatus, Control Appliances, Refrigeration equipment, District Heating, Insulating, and miscellaneous.

Annual meetings will be held at the same time of the Exposition by the American Society of Heating and Ventilating Engineers, and the American Society of Refrigerating Engineers. The A. S. H. & V. E. headquarters will be at the hotel Statler, while the A. S. P. E. headquarters will be at the Hotel Cleveland. Headquarters for exposition exhibitors will be at hotel Hollenden.

No admission fee will be charged at the Exposition, but admission will be by invitation or the badges of the Society members.

Portland Candy Manufacturer Runs for Governor of Maine

The confectionery industry will be represented among the gubernatorial aspirants of this year in Arthur G. Spear, Portland candy manufacturer, and three times State Senator, who has announced his candidacy for the Republican nomination for Governor of Maine.

It is expected that Senator Spear will wage his campaign largely on his experience in legislative affairs, and particularly on his familiarity with state finances and business administration. He served as chairman of the important committee on Appropriations and Financial affairs in the 1931 legislature, also in the 1929 session and was a member of that committee during his first term as senator.

Senator Spear was educated at Bridgton Academy and Dartmouth College, and prepared for the pharmaceutical profession at Massachusetts College of Pharmacy. He engaged in the pharmacy business a while and later entered the candy business. He is now treasurer of the Spear Folks Candy Stores.

V. H. Kinson With Martin Dawson

The Martin Dawson Company, through its president, P. J. Powers, has announced that Mr. Victor H. Kinson has become associated with this old-established candy manufacturer as vice-president and general manager.

Mr. Kinson is well known through his long experience as a business consultant to many of the larger manufacturers and merchants. It is believed that his experience will be a valuable asset, both to the Martin Dawson Company and to its many friends in the trade.

Price Policies

Two thousand eight hundred retail druggists stood on their feet and cheered for five minutes a speech attacking those manufacturers who have fostered profitless selling. A few years ago, retailers contented themselves with attacking the chain. Today they are going behind the chain and attacking the manufacturer. Tomorrow they will act and act swiftly. It is up to the manufacturer to decide, and decide quickly, what his policy will be. Ten suggestions are: Manufacturers should choose such customers as outlets for their products as will practice only fair merchandising; manufacturers should spend a goodly percentage of their advertising appropriation each year for the education of the consuming public against price-cutting; manufacturers can give one price to all; manufacturers should discontinue extra discounts and advertising allowances; manufacturers should refuse to furnish window display material to price-cutters; manufacturers must discontinue any and all payments to hidden demonstrators used for the destruction of fair trading conditions; manufacturers should publicly deny any statements made by price-cutters in advertisements which state that the predatory price-cutter buys more cheaply than other retailers; manufacturers should make clear in written statements their position in respect to the Capper-Kelly bill; manufacturers should prosecute any buyer who uses his buying power illegally.—*W. Bruce Philip, Printers' Ink, Oct. 29.*

Don't Stop

When someone stops advertising,
Someone stops buying.
When someone stops buying,
Someone stops selling.
When someone stops selling,
Someone stops making.
When someone stops making,
Someone stops earning.
Everybody stops buying.

—Sweet-Meets.

Hugh B. Hubbert

AS WE go to press we learn with deep regret of the death, after a brief illness, of Mr. Hugh B. Hubbert, for five years associated with the Frank H. Fleer Corporation of Philadelphia, during the last two of which he held the position of sales manager.

Mr. Hubbert first entered the services of the Fleer corporation doing sales promotion work and assisting on sales. This later led to his appointment as sales manager which position he filled most capably and conscientiously until his death. He won a host of friends among the trade in all sections of the country. "Hughie" had that happy faculty of making friends and holding them. His passing will be most keenly felt by those who knew him.

Funeral services were held at the Oliver Bair funeral parlors on January 9th.

Mr. Hubbert was a member of the Western Confectionery Salesmen's Association and other trade and fraternal organizations.

To his family and to the organization with which he was connected we extend our sincerest sympathy.

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